November 1, 1962

TED REINHARD IS NAMED REGIONAL MANAGER, NBC STATION RELATIONS

Ted Reinhard has been named Regional Manager, NBC Station Relations, it was announced today by Tom Knode, Vice President, Station Relations, National Broadcasting Company. Mr. Knode said Mr. Reinhard will report to Donald Mercer, Director, NBC Station Relations.

Since November, 1960, Mr. Reinhard has been Manager, NBC-TV Co-op Sales. He joined NBC in January, 1956, as a page in the Guest Relations Staff and was named supervisor of the page staff in 1957. In July, 1958, he became an Assistant Sales Service Representative with NBC-TV Sales Service and in October, 1959, Sales Service Representative. Before being appointed Manager, NBC-TV Co-op Sales, he was named Administrator, Co-op Sales, in May, 1960.

Mr. Reinhard served with the U. S. Marines at the American Embassy in Port Lyautey, French Morocco, from 1951 to 1953. He was graduated by Fordham University in 1958. He resides in East Rockaway, L. I., with his wife, the former Maureen Hayes of Manhattan, and their daughter, Doreen.

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November 1, 1962

"WHAT'S AT STAKE?"

- - -

NBC Newsmen to Examine 1962 Election Stakes in Finale Of "The Campaign and the Candidates" Series

The stakes in the 1962 elections will be examined by NBC News correspondents Monday, Nov. 5 (10:30-11 p.m. EST) in the final program of "The Campaign and the Candidates" series of eight pre-election programs on the NBC-TV Network.

This program, titled "What's at Stake?," will feature newsmen in the same important assignments they will have Tuesday, Nov. 6 in NBC News' coverage of the elections. Chet Huntley and David Brinkley will be anchormen. Regional reporters will be Sander Vanocur for the East, Frank McGee for the South, Merrill Mueller for the Midwest and John Chancellor for the West. Ray Scherer will describe the NBC News' "Dew-line" reporting system of getting significant and substantial returns in six key states shortly after the polls close. Richard Harkness will explain how RCA computers will be used to determine election trends.

"What's at Stake?" will originate in NBC's Election Central in Studio 8-H, RCA Building, New York City, which will be the head-quarters for the Election Night coverage.

The stakes to be covered in this program will include:

The Republican Presidential candidacy in 1964. At least four men considered to be of Presidential timber are seeking the office of governor -- Nelson A. Rockefeller in New York, Richard M. Nixon in California, George B. Romney in Michigan and William W. Scranton in Pennsylvania. How they fare will determine in part their chances to be the Republican standard-bearer in the 1964 Presidential election.

(more)

President Kennedy's foreign policy. The voters' approval or disapproval of the President's foreign policy will be reflected in their support of the Democrats backing his actions. The U. S. "image" abroad also will be affected by the Administration's popularity at home.

Control of the Senate and House of Representatives. Thirty-nine Senate seats and the 435 seats in the House are being contested.

"What's at Stake?" will be produced by Reuven Frank, who will also produce the television coverage Election Night.

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NBC-New York, 11/1/62

PR-14

FROM THE NATIONAL BROADCASTING COMPANY
Thirty Rockefeller Plaza, New York 20, N. Y.

November 1, 1962

'CRISIS DESKS' TO BE SET UP BY NBC NEWS FOR REPORTING FAST-BREAKING NON-ELECTION NEWS ON TELEVISION AND RADIO ELECTION NIGHT

"Crisis desks" will be set up by NBC News on Election Night Tuesday, Nov. 6 for any fast-breaking news of a non-election nature.

NBC News' State Department correspondent Elie Abel will man the "crisis desk" for NBC-TV. It will be located in a corner of Election Central in Studio 8-H of the RCA Building in New York.

Abel will be assisted by news editor William Corley. They will have access to the major wire services as well as NBC News correspondents abroad.

A "crisis desk" for NBC Radio will be set up in the NBC newsroom in the RCA Building. Larry Ganger will be the correspondent at this location.

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THEME MUSIC

NOTE TO EDITORS: A list of theme music for NBC-TV Network programs is included in this NBC Daily News Report mailing.

November 1, 1962

'MID-TERM ELECTIONS -- ISSUES AND OUTLOOK' IS NEW TITLE
OF NBC RADIO NETWORK NEWS SPECIAL ON ELECTION EVE

"Mid-Term Elections -- Issues and Outlook," is the new title of NBC Radio's special election eve report of Monday, Nov. 5 (9:05-10 p.m. EST). The program was originally called "Primaries '62 -- Final Report."

NBC News' correspondents Morgan Beatty and Robert McCormick will be anchormen for the special program, which will review important issues and contests to be decided on Election Day and their significance in connection with the 1964 Presidential election.

Beatty and McCormick will also be anchormen for NBC Radio's Election Night coverage, which will begin at 7 p.m. EST, Tuesday, Nov. 6.

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NBC COLOR TELEVISION NEWS

November 1, 1962

MRS. JOHN F. KENNEDY, FORMER PRESIDENT EISENHOWER
AND MRS. EISENHOWER, WILL BE SEEN IN NBC NEWS
COLOR SPECIAL ON NATIONAL CULTURAL CENTER

Mrs. John F. Kennedy, former President Dwight D. Eisenhower and Mrs. Eisenhower will be seen in the NBC News full-hour special on the National Cultural Center in Washington, to be broadcast in color on the NBC-TV Network Sunday, Nov. 11 (4:30 p.m. EST).

The filmed program is titled, "A Stage for Excellence: The National Cultural Center."

Mrs. Kennedy and Mrs. Eisenhower are honorary co-chairmen of the center, described by Mrs. Kennedy as a "national stage" for professional and non-professional talent of all 50 states and for visiting artists from abroad.

The First Lady was filmed in the White House with NBC News correspondent Sander Vanocur, discussing the value of the proposed new center to Americans and explaining its importance as a living symbol of this country's appreciation of the arts. Mrs. Kennedy introduces different examples of professional and non-professional entertainers who will eventually perform at the Center. As previously announced, they include Mahalia Jackson, Robert Frost, Emlyn Williams and Albert Dekker, the Boston Symphony Orchestra, the Bolshoi Ballet, the Mormon Tabernacle Choir and the University of Minnesota Players.

(more)

Former President and Mrs. Eisenhower were filmed outside their Gettysburg, Pa., home as they inspected a seven-foot-long model of the $30,000,000 center with its architect, Edward Durell Stone. The Eisenhowers will be heard commenting on the structure while Stone describes the building.

Plans call for construction of the center to begin next year on a 13-acre site on the East bank of the Potomac near the Lincoln Memorial. The center will include an opera house, a concert hall, a theatre and a roof garden, all in one colonnaded building. The site was donated by Congress which stipulated that construction costs be met by contributions of the American people.

John J. Sughrue Jr. is producer-director of the special color program.

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NBC-New York, 11/1/62

A PICTURE-AND-TEXT 'LOOK' AT RICHARD CHAMBERLAIN

Richard Chamberlain -- virtually unknown by the American public a little over a year ago, and now known to millions for his title role in NBC-TV's "Dr. Kildare" series -- is subject of a picture-and-text profile in the Nov. 20 issue of Look Magazine (on the newsstands Nov. 6). The handsome NBC star, according to Virginia Kelly, who prepared the article for Look, "wears his success like the gentleman he is."

The pictures show Chamberlain at work and at play. Raymond Massey, who is Chamberlain's co-star in the series, is shown as few viewers know him -- as a practical joker. Chamberlain, according to the article, gets more fan mail than any other person ever received at M-G-M, even more than was sent to the late Clark Gable.

"Dr. Kildare," now in its second season on NBC-TV, is broadcast Thursdays (8:30-9:30 p.m., EST).

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NBC-New York, 11/1/62

November 1, 1962

THEME MUSIC FOR NBC-TV NETWORK PROGRAMS

"It sounds familiar, but what's it called?" For the information of viewers wondering about the name of that music that opens and closes NBC-TV programs, here's the answer:

SHOW	THEME	COMPOSER
"Andy Williams Show"	"Hawaiian Wedding Song"	Charles King, Hoffman, Manning
	"All I Owe Ioway"	Richard Rodgers
"Bell Telephone Hour"	"The Bell Waltz"	Donald Voorhees
"The Bob Hope Show"	"Thanks for the Memory"	Ralph Rainger and Leo Robin
"Bonanza"	"Bonanza"	Jerry Livingston and Ray Evans
"The Bullwinkle Show"	"The Bullwinkle Theme"	Fred Steiner
"Captain Gallant"	"Captain Gallant Theme"	Guy Luypaerts
"Car 54, Where Are You?"	"Car 54"	Nat Hiken
"Concentration"	"Concentration Theme" (opening)	Al Fanelli
	"Running Wild" (closing)	Al Fanelli
"The Dick Powell Show"	"Stage Doors"	Hershel Gilbert
"The Dinah Shore Show"	"Dinah"	Sam Lewis, Joe Young and Harry Askt
"Don't Call Me Charlie"	"Where, oh Where, Has My Little Dog Gone?"	
"Dr. Kildare"	"Dr. Kildare Theme"	Jerrald Goldsmith
"Du Pont Show of the Week"	(No Theme)	
"Eleventh Hour"	"Eleventh Hour Theme"	Harry Sukman
"Empire"	"Empire Theme"	Johnny Green
"Ensign O'Toole"	"Ensign O'Toole Theme"	Frank Comstock
"Fury"	"Union Pacific"	Emil Newman

(more)

SHOW	THEME	COMPOSER
"Hallmark Hall of Fame"	"Coronation March"	Arnold Bax
"Hazel"	"Hazel"	Sammy Kahn and Jimmy Van Heusen
"Here's Hollywood"	"Here's Hollywood Theme"	Elliot Daniel
"International Showtime"	(No theme)	
"It's a Man's World"	"It's a Man's World"	Jack Marshall
"The Jack Paar Program"	"Everything's Coming up Roses"	Jule Styne
"The New Joey Bishop Show"	"Joey"	Sammy Kahn and Jimmy Van Heusen
"King Leonardo and His Short Subjects"	"Here Comes Leonardo"	Buck Biggers and Total TV Productions
"Laramie"	"Laramie Theme"	Cyril Mockridge
"The Loretta Young Theatre"	"Dear Loretta"	Harry Lubin
"Make Room for Daddy"	Londonderry Air"	Arranged by Spencer-Hagen
"Marx Magic Midway"	"Magic Midway Theme"	Lou Stein
"McKeever and the Colonel"	"McKeever and the Colonel Theme"	Herschel Burke Gilbert
"Merv Griffin Show"	"Hello, Hello"	Merv Griffin
"Perry Como's Kraft Music Hall"	"Dream Along with Me" (opening)	Carl Sigman
	"You Are Never Far Away From Me" (closing)	Robert Allen and Allen Roberts
"Play Your Hunch"	"Play Your Hunch Theme"	Joe Harnell
"The Price Is Right"	"Price Is Right Theme"	Robert Corbett
"The Ruff and Reddy Show"	"Ruff and Reddy Theme"	Bill Hanna, Joe Barbera and Charles Shows
"Saints and Sinners"	"Main Title"	Elmer Bernstein
"Sam Benedict"	"Sam Benedict Theme"	Nelson Riddle
"Say When"	"Say When Theme"	Carmen Mastern
"The Shari Lewis Show"	"Wiggle Dum Silly"	Lan O'Kun

(more)

SHOW	THEME	COMPOSER
"Sing Along with Mitch"	"Sing Along"	Bob Allen
"The Tonight Show, Starring Johnny Carson"	"Johnny's Theme"	Paul Anka
"Truth or Consequences"	"Get Happy"	Harold Larsen and Ted Koehler
"The Virginian"	"Virginian Theme"	Max Steiner
"Walt Disney's Wonderful World of Color"	(No theme)	
"Wide Country"	"Wide Country Theme"	Johnny Williams
"Young Dr. Malone"	"Variations on a Nursery Theme"	Dohnyani
"Your First Impression"	"There's Only One of You" (opening)	Pub. -- Korwin Music Inc.
	"Teacher, Teacher" (closing)	Pub. -- Pauline Music Inc.

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NBC-New York, 11/1/62

PR-14

JACK TRACY
ROOM 320

FROM THE NATIONAL BROADCASTING COMPANY
Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

November 2, 1962

NBC NEWS PROTESTS TO DEPARTMENT OF DEFENSE AGAINST RESTRICTIONS ON 'FREE FLOW OF INFORMATION'

William R. McAndrew, Executive Vice President, NBC News, in a telegram to Arthur Sylvester, Assistant Secretary of Defense for Public Affairs, said NBC News "objects most strenuously" to the Defense Department's restrictions on "the free flow of information to the American public."

Text of the telegram follows:

"NBC News objects most strenuously to limitations imposed by the Department of Defense upon the free flow of information to the American public. It should be abundantly clear that manipulation and control of the news by our government, however admirable the motive, is a dangerous device, not only alien to our democratic tradition but destructive of the very freedoms we are striving to preserve. We urgently request that the restrictions that have been placed on free and independent gathering and reporting of information be completely and promptly removed."

-----o-----

November 2, 1962

NBC INTERNATIONAL INCLUDES DOMINICAN REPUBLIC IN FOREIGN MARKET LIST FOR FIRST TIME WITH SALE OF 'BONANZA' EPISODES

NBC International, for the first time, includes the Dominican Republic on its list of foreign markets. "Bonanza" (broadcast in color Sunday nights on the NBC-TV Network) will be sponsored in Santo Domingo by the Texaco Oil Company.

The transaction for 39 Spanish language episodes of "Bonanza" was closed in New York by NBC International and Benton & Bowles, the advertising agency for Texaco in the Dominican Republic.

Other Latin American countries where NBC International has already sold "Bonanza" are Argentina, Colombia, Costa Rica, Mexico, Panama, Peru, Puerto Rico and Uruguay.

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November 2, 1962

HOPALONG CASSIDY RIDES ACROSS FRESNO (CALIF.) TELEVISION SCREENS FOR 10TH YEAR WITH SAME SPONSOR: PRODUCERS' DAIRY ASSOCIATION

Hoppy rides across the Fresno, Calif., home screens for the 10th consecutive year with the same sponsor.

The Producers' Dairy Association has just signed with NBC Films to renew the "Hopalong Cassidy" series for another go-around, thus establishing a decade of show-and-sponsor teamwork. The programs will be televised on station KJEO-TV.

Clifford Ogden, NBC Films' chief of sales on the West Coast, negotiated the renewal, a habit he has developed since he originally sold Hoppy to Producers' Dairy Association in 1953 for the Fresno market. Another familiar note in the distributor-sponsor-program-market transaction is station KJEO-TV, which has carried the series for all but two of this 10-year saga in Fresno.

Mr. Odgen said: "Talk about sponsor-identification! Every woman and child in Fresno thinks about Hoppy each time they sip a glass of milk, or thinks about a glass of milk each time they see Hoppy."

"Hopalong Cassidy" stars William Boyd in the title role and is available in 47 full-hour episodes and 52 half-hour episodes. They can be scheduled in various combinations, alternating the 60-minute editions with any two of the shorter segments.

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NBC COLOR TELEVISION NEWS

November 2, 1962

NOTED SPORTSCASTERS TO BE HOLIDAY PARADE COMMENTATORS

- - -

Bud Palmer and Chris Schenkel to Serve as Co-Hosts for NBC-TV's Color Coverage of Macy's Thanksgiving Day Parade and Circus

Two of the nation's top sports commentators, Bud Palmer and Chris Schenkel, will be parade commentators when they serve as co-hosts for NBC-TV's color coverage of Macy's Thanksgiving Day Parade and Circus Thursday, Nov. 22 (10 a.m. to 12 noon EST).

A third emcee will be announced soon as host and ringmaster of the circus portion of the two-hour show. TV, film and stage celebrities participating in Macy's 36th annual parade also will be announced shortly.

Palmer and Schenkel will describe New York's traditional holiday spectacle -- which also will feature five mammoth balloons (including Donald Duck and Bullwinkle Moose), colorful marching bands, scenic floats and other participants -- from the official reviewing stand in front of Macy's at Herald Square, where five NBC color cameras will be located.

Bands, singing groups, dancers, clowns and many of the show-business stars will be seen in special performances as they pass NBC-TV's cameras. These performances, staged in front of spectators along Broadway in the grandstand area, will be seen on television exclusively on NBC, which also will present exclusive coverage of the circus and will be the only network to televise the entire parade.

Schenkel is best known as the TV voice of the New York Football Giants. Palmer has described many major golf, basketball and other events covered by NBC-TV, and will be the host and executive producer of a weekly 90-minute "Sports International" color series starting Saturday, Jan. 12.

Ed Pierce will produce NBC-TV's two-hour color coverage of Macy's Thanksgiving Day Parade and Circus. Directors will be Dick Schneider and Ted Nathanson.

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NBC-New York, 11/2/62

November 2, 1962

NEHRU, ROMULO AND 4 AMBASSADORS COMMEND 'MEET THE PRESS'

- - -

Program to Mark Its 15th TV Anniversary

Four ambassadors, the prime minister of India and the former President of the Philippines have written producer Lawrence E. Spivak letters of commendation on the 15th TV anniversary of his NBC series "Meet the Press."

"Meet the Press" will mark its 15th anniversary Sunday, Nov. 11 with James A. Farley as guest. He had appeared on the first TV "Meet the Press" Nov. 6, 1947. (The program is broadcast, in color, on NBC-TV at 6 p.m. EST, and on NBC Radio at 6:30 p.m. EST.)

India's Prime Minister Jawaharlal Nehru, who appeared on the program last year, wrote, "I remember well the 'Meet the Press' programme in which I was interviewed... I think I enjoyed the programme, and I thought the idea was a good one."

Habib Bourguiba Jr., ambassador to the U. S. from Tunisia, wrote, "Having had the privilege of appearing on the program, I can say that it was one of the best opportunities I ever had to fulfill my mission of good will and information in the United States. The comments I subsequently heard are the best evidence that 'Meet the Press' has achieved the status of a national institution in this country."

The ambassador of China, Tingfu F. Tsiang, wrote, "Of the journalists who interviewed me when I appeared as guest, whether sympathetic or critical -- and both types are always present -- all were informed enough to put pertinent and significant questions.

(more)

Facing them, I knew it would be worse than useless to fall back on ambiguities or generalities or emotional rhetoric. 'Meet the Press' is now an institution of which the American people in general and the journalistic profession in particular can well be proud."

Koichiro Asakai, ambassador of Japan, wrote, "The longevity of this program is not at all surprising, for its contribution to public enlightenment has been considerable."

Herve Alphand, French ambassador to the U. S., wrote, "As a participant, I may add that the selection of the questions and their improvised nature give to a foreign ambassador one of the most difficult tasks he can face. But at the same time this gives him the opportunity of expressing freely... the opinion of his country."

Carlos P. Romulo, former president of the Philippines and now president of the University of the Philippines, wrote: "Because the discussions are unrehearsed, the questions and answers spontaneous, and the subjects timely and substantive, the range of your listeners is unlimited, and here in the Far East it is the favorite program of uncounted thousands in several Asian countries."

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NBC-New York, 11/2/62

JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

November 5, 1962

MAGNAVOX CO. BUYS FULL SPONSORSHIP
OF NBC NEWS COLOR TV SPECIAL
ON NATIONAL CULTURAL CENTER

The Magnavox Company has purchased full sponsorship of "A Stage for Excellence: The National Cultural Center," an NBC News special color program about the proposed National Cultural Center in Washington, D.C., it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

The color program, as previously announced, will be broadcast on NBC-TV Sunday, Nov. 11, 4:30-5:30 p.m. EST.

Frank Freimann, President of the Magnavox Company, said: "Magnavox, which has long been dedicated to the creation of fine music in the home, is proud to be identified with the beginnings of the National Cultural Center. We are confident the public will help make this center a reality."

Mrs. John F. Kennedy, former President Dwight D. Eisenhower and Mrs. Eisenhower will be seen in the program. Mrs. Kennedy and Mrs. Eisenhower are honorary co-chairmen of the center, described by Mrs. Kennedy as a "national stage" for professional and non-professional talents of all 50 states and for visiting artists from abroad.

The First Lady was filmed in the White House with NBC News correspondent Sander Vanocur discussing the values to Americans of the proposed new center.

(more)

Mrs. Kennedy introduces examples of professional and non-professional entertainers who will eventually perform at the Center.

The Eisenhowers were filmed outside their Gettysburg, Pa., home as they inspected a seven-foot-long model of the $30 million center. They will be heard commenting on the structure as its architect, Edward Durell Stone, describes the building.

The Magnavox order was placed through Kenyon & Eckhardt, Inc.

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NBC-New York, 11/5/62

NBC COLOR TELEVISION NEWS

November 5, 1962

PANEL FOR 15TH TV ANNIVERSARY OF 'MEET THE PRESS' WILL INCLUDE TWO REPORTERS WHO HAVE APPEARED ON SERIES MOST FREQUENTLY

- - -

Guest Is James A. Farley Who Was Interviewed on First TV Session

The two reporters who have appeared most frequently on "Meet the Press" will join producer Lawrence E. Spivak on the panel Sunday, Nov. 11, as the series marks its 15th anniversary on NBC-TV network.

They are Mrs. May Craig of the Portland (Me.) Press-Herald and Richard Wilson of Cowles Publications. The fourth panelist will be John Chancellor of NBC News. Mrs. Craig has appeared on the program 228 times and Mr. Wilson, 156 times.

Guest on this anniversary program, as previously announced, will be James A. Farley who appeared on the first televised "Meet the Press" Nov. 6, 1947. Long recognized as an astute political observer, Mr. Farley was chairman of the Democratic National Committee and Postmaster General during Franklin D. Roosevelt's administration.

During the past 15 years, he has continued to play an important role in politics and was frequently mentioned last Fall as a possible Democratic nominee for governor of New York. He is now chairman of the board of Coca Cola Export Corporation.

"Meet the Press," the nation's oldest network television program, has been produced from the beginning by Mr. Spivak who also serves as regular member of the panel of questioners.

(more)

The Nov. 11 NBC-TV color broadcast will originate live in New York at 6 p.m. EST. The NBC Radio Network will carry the program at 6:30 p.m. EST. Ned Brooks will be moderator.

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NBC-New York, 11/5/62

JACK TRACY
ROOM 320

FROM THE NATIONAL BROADCASTING COMPANY
Thirty Rockefeller Plaza, New York 20, N. Y.

November 7, 1962

HOW NBC NEWS PRESENTED FULL, FAST AND FACTUAL ELECTION RETURNS

- - -

More Than Half of Network TV Audience in U.S. Was Tuned to NBC-TV;

NBC 'Dewline' Reporting Scored on Both TV and Radio

Nearly half of all Americans viewing network election coverage Tuesday night watched NBC-TV as it led the way in 10 hours of programming with full, fast and factual reporting of returns, accurate projections of the results, and clear interpretations of what the vote would mean.

The coverage by Chet Huntley, David Brinkley and some 3,700 other correspondents, special reporters, tabulators and technicians attracted an audience nearly as large as the other two networks combined, according to the National Arbitron rating service. The figures showed NBC with a 21.5 rating and a 48 share of the three-network audience, while CBS had a 15.6 rating and a 35 share, and ABC a 7.3 rating and a 17 share.

The NBC News "Dewline" reporting system, which placed reporters in hundreds of precincts in six key states, gave the NBC Television and Radio Networks an early lead in tabulating returns. By 7:40 p.m. EST, NBC was reporting Abraham Ribicoff with 144,875 votes, while CBS gave him only 64,875 and ABC only 72,468. Similarly, at 8:18 p.m. EST, the NBC News "Decision Desk" declared Governor Nelson Rockefeller and Senator Jacob Javits, both Republicans, re-elected in New York. At the same time, CBS was reporting Rockefeller's Democratic opponent Robert Morgenthau, as running ahead by 37,000 votes.

(more)

In 14 pivotal states, where NBC News stationed reporters in every county, the network again leaped ahead early in the evening. In the gubernatorial race in Maryland, for example, NBC reported incumbent Democrat J. Millard Tawes with 57,628 votes at 8:40 p.m. EST, when CBS counted only 20,557 and ABC only 23,570. In Ohio, the NBC margin at 7:46 p.m. EST was 6,810 votes for Republican James A. Rhodes, compared to only 181 compiled by CBS for the same candidate.

The RCA computer systems center at Cherry Hill, N.J., meanwhile, was using the early returns to project the final results. As early as 8:15 p.m. EST, RCA computers projected a plurality of 500,000 for Rockefeller. Just 12 hours later, on NBC's "Today" program, the actual tabulations of the vote gave the Governor a plurality of 508,484. Not long after what David Brinkley called their "9:30 feeding," the RCA computers projected the victory of gubernatorial candidate George Romney with 50.5 percent of the returns in Michigan.

From 11:18 p.m. EST, the computers consistently projected re-election for Governor Edmund (Pat) Brown in California, even though the early returns showed Richard Nixon ahead.

At 12:21 a.m. EST, the RCA "Operation Ballot" computers projected the new Senate within one seat of the standings as they were shown hours later. The computers projected a Senate with 67 Democrats and 33 Republicans. At 12:02 a.m. EST, the computers projected the House makeup within two seats of the count indicated much later, a projection of 261 seats for the Democrats and 174 seats for the Republicans.

At 1:17 p.m. EST on NBC-TV and at 1:19 p.m. on NBC Radio today (Wednesday, Nov. 7), NBC News presented a bulletin that former Vice President Richard M. Nixon had conceded victory to Edmund G. (Pat) Brown in the governor's race in California. The announcement was made through Nixon's press chief, Herb Klein.

(more)

Analysis and interpretation of the vote were provided by Huntley, Brinkley and other NBC Newsmen. Four regional correspondents -- Sander Vanocur (East), Frank McGee (South), Merrill Mueller (Midwest) and John Chancellor (Far West) -- appeared on the "Today" show Wednesday morning after their all-night stint to discuss the reasons why the Democrats held or bettered their positions around the country -- an unusual feat for the party-in-power in an off-year election. Chancellor offered the view that in 1960 John F. Kennedy, unlike better-known Presidential candidates, had not swept Democrats into office with him and thus the party had "little fat to cut away."

The NBC News vote-gathering system, believed to be the largest communications complex ever assembled for a single news event, included some 8,000 telephones and 70,000 miles of telephone lines. For two key states, not even phones were fast enough to satisfy NBC News. In California and Michigan, the network used direct video circuits which transmitted pictures of vote-tally boards to New York where they were put directly on the network.

The NBC-TV programming, which began Tuesday at 7 p.m. EST, ended Wednesday morning at 5 a.m., then resumed with the "Today" program (7-9 a.m. EST), was produced by Reuven Frank. The NBC Radio programming, which began at 7:05 p.m. EST and ended next morning at 5 a.m. EST, was produced by Russ Tornabene. The coverage was supervised by William R. McAndrew, Executive Vice President, NBC News, and Julian Goodman, Vice President, NBC News. NBC's election chief was Elmer W. Lower, General Manager, NBC News.

The NBC Radio coverage featured Morgan Beatty and Robert McCormick as anchormen in a glassed-in "Radio Deck" overlooking "Election Central" in Studio 8-H in New York. They were assisted by regional correspondents Leon Pearson (East), Bill Fitzgerald (South), Jim Hurlbut (Midwest) and Ed Gough (West) and 20 other correspondents stationed in

November 7, 1962

NBC TELEVISION'S ELECTION NIGHT AUDIENCE ALMOST EQUALED OTHER TWO NETS COMBINED, ACCORDING TO NATIONAL ARBITRON

NBC-TV's Election Night audience was almost equal to the combined audiences of the other two networks, according to National Arbitron, an independent rating service. The Arbitron report:

	NBC	CBS	ABC
RATING	21.5	15.6	7.3
SHARE OF 3-NETWORK AUDIENCES	48	35	17

November 7, 1962

TALLY WHOA!

Some Stoppers from NBC News Election Central

From Maine to California the sublime and the ridiculous happened with equal frequency on Election Night. NBC News collected the following gems.

An NBC page refused NBC Newsman Gabe Pressman admittance to Election Central in Studio 8-H because he was not wearing the appropriate badge. Syndicated columnist Art Buchwald walked in without hindrance -- wearing a CBS badge.

* * *

Sander Vanocur, NBC News correspondent for the East, received a telegram complaining he was overlooking returns from Maine. The wire was sent from Corpus Christi, Texas.

* * *

Of some 60 girls handling returns on the floor of NBC's Election Central, all came to work dressed "to the teeth" -- all hoping they would appear briefly, at least, on camera. That is all but one -- she was dressed in dungarees.

* * *

One antique touch in electronic-jammed Election Central was a dumb-waiter. It was used to haul notes, coffee and sandwiches from the studio floor to a deck from which Chet Huntley and David Brinkley broadcast.

* * *

(more)

At approximately 9:30 p.m. EST, the NBC News staff in New York was served a snack: 800 sandwiches, 72 gallons of coffee and 600 pastries.

* * *

Special police patrolling 30 Rockefeller Plaza, home of NBC, New York, reported only one difficulty: persuading an elderly lady that Chet Huntley "really is too busy to have a chat with you right now."

* * *

David Brinkley, commenting on the defeat of Horace Seely-Brown Jr., by Abraham Ribicoff for the U. S. Senate seat in Connecticut, heard from reporters covering the race that many voters thought Seely-Brown was two men.

* * *

Brinkley on the air: "Some one just suggested I twiddle my thumbs vertically for a change."

* * *

Brinkley again: Commenting on Republican Thruston Morton's victory in Kentucky over Wilson Wyatt (D) for a Senate seat, Brinkley noted Wyatt did not have the support of many Democratic bosses, including Happy Chandler, who accused Wyatt of, among other things, wearing spats.

* * *

When one of 12 TV cameras at NBC News' Election Central began overheating, technicians put out the "fire" thusly: filled a paper cup with dry ice, suspended the cup with paper clips beneath the overheating unit. The treatment kept the camera "live."

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NBC-New York, 11/7/62

November 7, 1962

NBC RADIO BROADCAST 51 HOURS OF SPECIAL PROGRAMMING IN MONTH OF OCTOBER

NBC Radio broadcast 51 hours of special programming during October, thereby increasing its normal monthly output of 148 hours by one-third.

A major portion of the extra program output was devoted to the Cuban crisis. Other topics were the latest American space flight, the Mississippi integration controversy, and the climax of the 1962 baseball season.

NBC Radio's coverage of the Cuban situation, beginning with President Kennedy's speech (Oct. 22), included up-to-the-minute bulletins, commentary by NBC Newsmen and start-to-finish broadcast of the United Nations Security Council sessions (Oct. 23-25), in addition to the regular newscast schedule. Over the weekend of Oct. 27-28, NBC Radio's "Monitor" carried 34 special reports on Cuba.

Other highlights of NBC Radio's special programming in October:

-- Two special programs on the 1962 elections (Oct. 17 and 29)

-- "Report from Mississippi" (Oct. 1)

-- "American in Orbit: Stage Three" (Oct. 3) (7:05 a.m.-3:40 p.m. and 9:30-10 p.m.)

-- United Nations 17th birthday tribute (Oct. 22)

(more)

2 - 'Radio Specials'

-- "What does Latin America Mean to Us" (Part I, Oct. 23; Part II, Oct. 25)

-- Address by J. Edgar Hoover (Oct. 9)

-- The National League Playoffs

-- The World Series

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NBC-New York, 11/7/62

KEY NBC NEWS CORRESPONDENTS ON MAJOR ELECTION ASSIGNMENTS CALL IT A NIGHT--AND A DAY--AFTER APPEARANCE ON 'TODAY'

After 10 continuous hours on-the-air, NBC News four regional correspondents had just enough time to shave, change their shirts and have breakfast before facing the TV cameras again to review the 1962 election results on NBC-TV's "Today" show this morning (Wednesday, Nov. 7).

Sander Vanocur, who covered the East, Frank McGee the South, Merrill Mueller the Midwest, and John Chancellor the Far West, reported on the important races in those parts of the country during NBC News election coverage on NBC-TV from 7 p.m. EST Tuesday, Nov. 6 until 5 a.m. EST today, Wednesday, Nov. 7.

Leaving Election Center shortly after 5 a.m., when NBC News TV coverage ended, the four newsmen gathered their notes and left the studio for their offices three floors below for a quick shave and change of shirts.

They then met for breakfast in a coffee shop next door to the Florida Showcase Exhibit Hall on the main floor of the RCA Building, New York, where "Today" broadcasts from 7-9 a.m. EST each morning.

Shortly after 7:30 a.m. EST, the four correspondents were on the camera again, seated around the same table for the first time since the returns coverage started to review the significance of the election results with "Today" host Hugh Downs.

Finally, at 8 a.m. EST, some 15 hours after reporting to work on Election Night, Vanocur, McGee, Mueller and Chancellor were able to call it a night -- and a day.

* * *

(more)

NBC News correspondent Martin Agronsky, who also appeared on "Today" this morning (Wednesday, Nov. 7) flew to New York from Boston with just one hour to spare.

Agronsky appeared on "Today" during the weeks preceding Election Day to interview the leading candidates for a special pre-election series of "Today" reports.

He appeared on "Today" this morning to conclude his series of reports. However, he had to fly to New York from the Lodge headquarters in Boston after wrapping-up the story in Boston.

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NBC-New York, 11/7/62

November 7, 1962

CAST AND CREDITS FOR REPEAT COLOR BROADCAST
OF OPERA 'BORIS GODUNOV' ON NBC-TV

Moussorgsky's "Boris Godunov," the first production of the fourteenth season of the NBC Opera Company, will be repeated in color Sunday, Nov. 18 on the NBC-TV Network (2:30-4:30 p.m. EST). Following are cast and credits:

CAST:

Boris Godunov.....Giorgio Tozzi
Prince Shuisky.....Andrew McKinley
Grigori-Dimitri.....Frank Porretta
Pimen.....Richard Cross
Marina.....Gloria Lane
Xenia.....Jeanette Scovotti
Fyodor.....Jeffrey Meyer
Nurse.....Joan Caplan
Varlaam.....Spiro Malas
Innkeeper.....Tamara Bering
Missail.....Robert Schmorr
Rangoni.....Lee Cass
Simpleton.....Robert White
Shchelkalov.....Richard Torigi

(more)

CAST CONT'D

Frontier Guard.....Dan Merriman

Nikitich.....Richard Fredericks

Two Jesuits.....John King and Russell
.....Christopher

CONDUCTOR.....PETER HERMAN ADLER

* * *

PRODUCER:	SAMUEL CHOTZINOFF
DIRECTOR:	KIRK BROWNING
MUSIC AND ARTISTIC DIRECTOR:	PETER HERMAN ADLER
English version:	John Gutman
Set designer:	Ed Wittstein
Associate conductor:	Fredric Popper
Lighting:	Alan Posage
Audio consultant:	David Sarser
Associate director:	Rodger Wolf
Makeup:	Robert Philippe
Technical director:	Jack Coffey
Unit Manager:	Bruce Bassett
Assistant to producer:	Maude Brogan
Origination:	NBC Studios, Brooklyn, N.Y.
NBC Press Representative:	Leonard Meyers

* * *

This production of Boris Godunov in John Gutman's English translation uses the Rimsky-Korsakov orchestration. The scene is set in Russia and Poland at the end of the 16th Century. Boris Godunov is chosen tsar after the murder of the Tsareivitch Dimitri. Some years later, during his reign, a monk Grigori leaves his monastery and

(more)

pretends to be Dimitri. In Poland he enlists aid of Rangoni and Marina, and raises troops to invade Russia. Boris, conscience-stricken over the death of the young prince, is haunted by visions of the dead boy. He finally dies, after advising his son Fyodor to rule wisely. The people in the forest hail the invading Dimitri, and a simpleton sings a prayer for Mother Russia. (The NBC Opera Company presentation reverses the order of the scenes of the Rimsky-Korsakov version to end with the forest scene instead of the death of Boris. This was planned by Moussorgsky and is done in many opera houses.)

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NBC-New York, 11/7/62

JACK TRACY
ROOM 320

November 8, 1962

'EMERGENCY WARD'

- - -

Real-Life Experiences of a Young Doctor in New York's Bellevue Hospital to Be Presented on "Du Pont Show of the Week"; Dana Andrews Will Narrate Full-Hour Program

The actual experiences of a young doctor confronted with a succession of crises in one of the world's busiest hospitals will be the subject of "Emergency Ward" on NBC-TV's "Du Pont Show of the Week" series Sunday, Nov. 18 (10-11 p.m. EST).

Filmed at Bellevue Hospital in New York City, this dramatic documentary will focus on Dr. Martein Mulder, 26-year-old intern, as he faces critical decisions in treating the ill. To make this unprecedented study of hospital activity, Creative Projects, NBC News, obtained the consent of Bellevue authorities to place cameras in the Emergency Ward and other key areas and to follow Dr. Mulder in his work.

Dana Andrews, star of many motion pictures highly acclaimed by critics and the public over the past 23 years, will narrate "Emergency Ward." He will describe parts of the action but will not appear on-camera. (As previously announced, Andrews will star in "Mutiny," another "Du Pont Show of the Week," in color on NBC-TV Sunday, Dec. 2 -- 10-11 p.m. EST.)

Frank De Felitta, whose TV credits include many award-winning documentaries and who has written screenplays for several feature films, is writer, producer and director of "Emergency Ward." Irving Gitlin is executive producer.

(more)

For Dr. Mulder, whose routine is 36 hours on duty and eight hours off, Bellevue's Emergency Ward is his classroom and the patients who come through its doors in a never ending stream are his "textbooks." Dr. Mulder, in his first year of internship, is watched and guided by the first-year resident, Dr. Richard Lewis, who is watched and guided alike by the house resident, Dr. Raymond Turner -- all under supervision of the chief resident, Dr. Peter Mott. Over the entire group is Dr. Charles A. Ragan Jr., director and visiting physician of Columbia University's First Medical Division.

These physicians, along with nurses, patients and medical students at Bellevue, are the figures in a real-life drama which is sometimes tragic, often inspiring, occasionally humorous.

"Emergency Ward" shows Dr. Mulder's first unsuccessful case -- a middle-aged man, brought in unconscious with a brain injury, who dies despite valiant efforts to save him.

It shows another patient who rejects Dr. Mulder's advice to undergo surgery which can save his life, because the operation may leave him disabled.

The program records a typical night in the busy ward in which Dr. Mulder works at his utmost capacity. In lighter segments, it shows the young physician during morning ward rounds and afternoon out-patient clinic.

As a dramatic climax, "Emergency Ward" pictures the team effort to save a man with an acute heart attack -- a crucial 15-minute life and death battle.

------o------

NBC-New York, 11/8/62

NBC'S GEORGE A. HEINEMANN REAPPOINTED TO COUNCIL
OF SOUTHERN REGIONAL EDUCATION BOARD

George A. Heinemann, NBC Manager of Public Affairs, has been reappointed to membership on the Public Information Advisory Council of the Southern Regional Education Board. He was originally named to the Council last year.

The Southern Regional Education Board provides information about higher education to the public in the region. The council advises the staff on public information projects and policy.

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NBC-New York, 11/8/62

NBC COLOR TELEVISION NEWS

'THE THREAD OF LIFE,' STORY OF HUMAN HEREDITY,

TO HAVE REPEAT COLOR BROADCAST DEC. 16

ON THE 'BELL SYSTEM SCIENCE SERIES'

A story of human heredity, "The Thread of Life," will be repeated on the "Bell System Science Series" Sunday, Dec. 16 (NBC-TV color broadcast, 5-6 p.m. EST). Dr. Frank Baxter is guide in all broadcasts of this science series. Live action, scientific documentary film, animated diagrams, charts and models are used to tell about the complicated processes of human heredity.

The program traces the development of the science of genetics in relation to plants, to animals and finally to human beings. It was prepared by a committee of scientists and was produced for this series by Warner Brothers, with Owen Crump as producer and director.

"The Thread of Life" shows how human life begins with a cell no larger than the dot made on paper by the point of a sharp pencil. Within that cell when it has been fertilized are 23 pairs of chromosomes, and on each chromosome are hundreds of genes, like beads on a string. As the original cell divides and subdivides into the trillions of cells that make up a human body, the genes and chromosomes divide, too, so that the same genes and chromosomes go into each new cell and govern its development.

A highlight of the program is the showing of part of a model of a DNA molecule (deoxyribonucleic acid), which many scientists now believe may hold the deepest secrets of the mechanisms of heredity. DNA molecules are so small that they can be seen only through an electron microscope.

-----o------ NBC-New York, 11/8/62

PRESS DEPARTMENT NATIONAL BROADCASTING COMPANY 30 ROCKEFELLER PLAZA NEW YORK 20, NEW YORK

November 8, 1962

SECOND 'BOB HOPE SHOW' OF SEASON WILL HAVE JACK BENNY, ETHEL MERMAN AND BOBBY DARIN AS GUESTS ON NBC-TV NETWORK THURSDAY, NOV. 29

- - -

Hour Special is Sponsored by U.S. Time Corp. and Kitchens of Sara Lee

Jack Benny, Ethel Merman and Bobby Darin will join Bob Hope when he presents a full-hour comedy-with-music revue on "The Bob Hope Show" Thursday, Nov. 29 (NBC-TV 8:30-9:30 p.m. EST).

This broadcast, second of six Bob Hope specials scheduled for the 1962-63 season, will be sponsored by the United States Time Corporation (Timex) and the Kitchens of Sara Lee.

Hope will open the program with an "International" edition of his usually timely monologue, taped in England where he is currently working on the motion picture "Call Me Bwana."

In the first of two sketches, "Bird Brain of Alcatraz," Benny is cast in the role of the "Bird Brain" with Hope portraying his cellmate who is slowly being driven mad by the sound of hundreds of chirping birds.

Bobby Darin will sing his own version of "All of Me," and then team with Hope in a medley of "the top ten songs on the global hit parade."

The second sketch, "The Unsinkable Ethel," finds Miss Merman as a riverboat gambling queen, Darin as her cheating dealer and "Goober" Hope as their gullible victim.

(more)

Miss Merman returns to sing two numbers she introduced in Broadway shows, "This Is It" from "Stars in Your Eyes" and "Do I Love You?" from "DuBarry Was a Lady."

A "serious" Jack Benny returns intending to play the violin, hoping that his host will insist, enduring numerous insults and finally yielding to the impulse by performing his famous rendition of "The Bee."

"The Bob Hope Show," produced by George Hope and directed by Jack Shea, was pre-taped (except for the London monologue) before an audience at NBC studios in Burbank, Calif. It will pre-empt "Dr. Kildare" on this date.

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NBC-New York, 11/8/62

NBC COLOR TELEVISION NEWS

November 8, 1962

CHANGES FOR NBC-TV COLOR BROADCAST SCHEDULE FOR NOVEMBER

Tuesday, Nov. 20

10:30-11 a.m. Kill: "Play Your Hunch." Program will be broadcast in black and white only (on this date only).

Wednesday, Nov. 21

11:30 a.m.-12 noon	Add:	"Concentration"
12:30-1 p.m.	Add:	"Truth or Consequences"
3:30-4 p.m.	Add:	"Young Doctor Malone"

------o-------

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, ROCKEFELLER CENTER, 30 ROCKEFELLER PLAZA, NEW YORK, NEW YORK

NBC COLOR TELEVISION NEWS

November 8, 1962

GUEST MILTON BERLE'S HALF-CENTURY IN SHOWBUSINESS
GETS DUE RECOGNITION ON 'THE ANDY WILLIAMS SHOW'

Old photographs charting Milton Berle's 50 years in showbusiness and Berle's impressions of the international TV star of the future are highlights of NBC-TV's "Andy Williams Show," musical-variety hour in color, Thursday, Nov. 22 (10-11 p.m. EST).

Andy Williams opens the show singing "The Song Is You," then joins the New Christy Minstrels singing special lyrics written to "That's Entertainment" to welcome and introduce Berle.

After Berle's performance as Sir Reginald Sisters, an international television personality created by Telstar, Williams sings "I Love a Violin," backed up by Arturo Romero and his Magic Violins.

Andy opens the second half of the show by ad libbing with his audience and singing requests, then joins Berle in flashbacks through Uncle Miltie's showbusiness career.

For his closing number, Williams sings "America, the Beautiful."

Bob Finkel produces and Bob Scheerer directs. The special lyrics saluting Milton Berle were written by George Wyle.

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PUBLIC INFORMATION, NATIONAL BROADCASTING COMPANY, ROCKEFELLER PLAZA, NEW YORK, NEW YORK

CAST AND CREDITS FOR 'MUTINY,' ORIGINAL DRAMA IN COLOR ON 'DU PONT SHOW OF THE WEEK' SUNDAY, DEC. 2

Title:	"Mutiny" on "Du Pont Show of the Week"
Date and Time:	NBC-TV color broadcast Sunday, Dec. 2 (10-11 p.m. EST)
Starring:	Dana Andrews and Robert Walker
With	John Baragrey and Staats Cotsworth
Produced by	Lewis Freedman
Director:	Jack Smight
Original teleplay by	Jerome Ross
Associate producer:	Jim Ambandos
Unit manager:	Budd Wilds
Production associate:	Wendy Sanford
Story editor:	Ed Rice
Sets designed by	Robert Wightman
Makeup by	John Boxer
Music selected by	Phebe Haas
Special effects:	Richard Aimone
Graphic Arts:	Stash Pyka
Lighting:	Alan Posage
Video:	Mahlon Fox
Stage managers:	Sam Kirshman and Fred Lights

* * *

Origination:	NBC Color Studios, Brooklyn, N. Y., on color tape
Sponsor:	The Du Pont Company
Agency:	Batten, Barton, Durstine & Osborn Inc.
NBC Press Representatives:	Charlie Gregg, New York; Bill Kiley, Burbank

* * *

(more)

THE CAST

Commander Jason Vanning.....Dana Andrews

Cadet Philip Cantrell.....Robert Walker

The Judge Advocate.....John Baragrey

Commandant Matthew Wayde.....Staats Cotsworth

Seaman Cromwell.....Lonnie Chapman

The Presiding Judge.....Fred Stewart

Senator Cantrell.....Allen Nourse

Seaman Wales.....Jay Barney

Seaman Tompkins.....Bob Gentry

Lieutenant Bleeker.....Dirk Kooiman

Cadet Rogers.....Charles Taylor

Cadet Gaylord.....Dick Haymes Jr.

* * *

THE STORY

An atmosphere of mystery and terror clouds the USS Bowers, a Navy brig-of-war, when in 1842 it returns to the Brooklyn Navy Yard from a training cruise with 100 teen-aged, apprentice sailors aboard. One of the cadets, 17-year-old Philip Cantrell (Robert Walker), was killed during the voyage, and there is reason for a Naval Court of Inquiry to summon the ship's captain, Commander Jason Vanning (Dana Andrews), to a hearing on charges of murder. During the tense courtroom examination, the startling, true story of what happened at sea is revealed and, as the camera swings back in time, a terrifying conflict between Vanning and Cantrell is played out.

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NBC-New York, 11/8/62

NBC'S ELMER LOWER TO ADDRESS SIGMA DELTA CHI CONVENTION
AND RUTGERS UNIVERSITY GROUP OF POLITICAL STUDENTS

Elmer Lower, General Manager, NBC News, will address the National Convention of Sigma Delta Chi, professional journalism fraternity, Thursday, Nov. 15 at Tulsa, Okla. Mr. Lower's topic will be "How Television News Handles Major Stories."

Mr. Lower will also discuss "The Role of Radio-TV in Political Campaigns" at Rutgers University, New Brunswick, N. J., Monday, Nov. 12. He will speak before the university's Eagleton Foundation, composed of students who are planning careers in politics.

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NBC-New York, 11/9/62

CAST AND CREDITS FOR "THE MAGNIFICENT REBEL," TWO-PART DRAMA IN COLOR ON NBC-TV'S "WALT DISNEY'S WONDERFUL WORLD OF COLOR"

Title:	"The Magnificent Rebel" on "Walt Disney's Wonderful World of Color"
Time:	NBC-TV color broadcasts Sundays, Nov. 18 and 25 (7:30-8:30 p.m. EST).
Starring	Karl Boehm
With	Giulia Rubini and Ivan Desny
Writer:	Joanne Court
Producer:	Walt Disney
Director:	Georg Tressler
Production supervisor:	Peter V. Herald
Assistant Director:	Rudolph Mussgruber
Director of photography:	Goeran Strindberg
Art directors:	Werner and Isabell Schlichting
Music supervisor:	Frederick Stark
Audio:	Kurt Schwarz
Costumes:	Leo Bei and Ernie Kneipert
Makeup:	Rudolph Oklschmidt and Leo Kuhnert

* * *

Origination:	Color-filmed on location in Vienna, Austria.
Sponsors (and agency):	Radio Corporation of America and Eastman Kodak Company (both J. Walter Thompson Company)
NBC Press Representatives:	Bill Kiley, Burbank, and Charlie Gregg, New York.

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(more)

THE CAST

Ludwig van Beethoven...Karl Boehm

Countess Giulietta.....Giulia Rubini

Prince Lichnowsky.....Ivan Desny

Amenda.....Peter Arens

Schuppanzigh.....Bruno Dallansky

Count Guicciardi.....Erik Frey

Haydn.....Ernst Nadherny

The blind boy.....Oliver Grimm

The landlord.....Guido Weiland

The French colonel.....Erich Winn

The doctor.....Peter Capell

* * *

THE MUSIC

The Berlin, Germany, Symphonic Orchestra plays excerpts from the following of Beethoven's works:

"The Fifth Symphony"

"The Moonlight Sonata"

"The Pathetique Sonata"

"Sonata No. 1 in F Minor"

"The Sixth (Pastoral) Symphony"

"The Ninth (Choral) Symphony"

"Fidelio" (Beethoven's only opera)

THE STORY

In Part One (Nov. 18), Beethoven arrives in Vienna as an arrogant young man insisting that he has something new for the musical world, disobeying his teachers and refusing for a time to accept financial help from the Austrian royalty. His powerful personality and

(more)

dynamic compositions bring him recognition as a musical genius, but he is shattered when the father of the Countess Giulietta refuses to allow her marriage to Beethoven and sends her out of Vienna.

In Part Two (Nov. 25), Beethoven tries to forget his broken romance by losing himself in a world of hard work. His many compositions bring him to the pinnacle of recognition, but a new tragedy begins to envelop him -- his loss of hearing. He retreats into a silent world of anger and frustration.

* * *

THE STAR

Young Austrian motion picture actor Karl Boehm drew critical acclaim for his leading role in the current motion picture, "The Wonderful World of the Brothers Grimm." He starred as composer Franz Schubert in the award-winning Austrian film, "The House of the Three Girls." His other film credits include "Alraune" (German), "Too Hot to Handle" (English) and "The Four Horsemen of the Apocalypse."

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NBC-New York, 11/9/62

NBC TELEVISION NETWORK NEWS 2-X-H

'THE DEATH OF STALIN' AND 'THE RISE OF KHRUSHCHEV'
TWO 'NBC WHITE PAPER' SPECIALS, WILL BE PRESENTED
ON NBC-TV A WEEK APART--ON JAN. 27 AND FEB. 3

Two programs in the award-winning "NBC White Paper" series, covering a most important period in recent Soviet history -- the critical years from 1952 to 1958 -- will be presented on the NBC-TV Network a week apart early in 1963.

The special programs are "The Death of Stalin," which will be broadcast Sunday, Jan. 27 (10-11 p.m. EST) and "The Rise of Khrushchev," which will be presented Sunday, Feb. 3 (10-11 p.m. EST). They were scheduled in close proximity to maintain continuity in depicting the events in this key period.

These "White Papers" will be presentations of Creative Projects, NBC News, under the supervision of executive producer Irving Gitlin. They will be produced by Fred Freed, who last season produced two other programs in this series which examined aspects of the Communist world -- "Khruschev and Berlin" and "Red China."

The examination of internal affairs in the Soviet Union will be documented with first-hand reports from many prominent persons, including high-ranking Communist leaders, government officials of Western powers, and journalists from many countries, who were eyewitnesses to developments on the Russian scene. The programs will show films obtained from East Germany and Yugoslavia, and from private collections throughout the world.

Many of the eyewitness reports were never before presented in a broadcast and much of the film footage has not been seen in the United States, Mr. Gitlin said.-----o------ NBC-New York, 11/12/62

NBC COLOR TELEVISION NEWS

November 12, 1962

SHOWBUSINESS AND SPORTS HEADLINERS WILL PARTICIPATE IN MACY'S THANKSGIVING DAY PARADE AND CIRCUS ON NBC-TV

- - -

Jim Lucas, Instead of Bob Barker, to Be Host of Circus Portion

Jimmy Durante, Ralph Terry, Willie Mays, Jack Dempsey, Carol Lawrence and Gene Krupa will be among the showbusiness and sports celebrities taking part in Macy's Thanksgiving Day Parade and Circus, which NBC-TV will televise in color Thursday, Nov. 22 (10 a.m. to 12 noon EST).

It also was announced today that Jim Lucas, instead of the previously listed Bob Barker, will be host and ringmaster for the circus portion of the two-hour color show. Lucas is the announcer of NBC-TV's Friday night "Jack Paar Program" and the Monday-through-Friday "Concentration" show. He will introduce the circus acts as they take place in front of the grandstand area outside Macy's, at Herald Square, New York.

In addition to the celebrities listed today and others to be announced later this week, Macy's 36th annual holiday parade will include a procession of colorful floats, marching bands, singing and dancing groups and five huge helium-filled balloons, among them Donald Duck and Bullwinkle Moose. Bud Palmer and Chris Schenkel will be the parade commentators.

(more)

Durante, star of the soon-to-be-released film, "Jumbo," will ride a "Jumbo" float.

Among those aboard a sports float will be Terry, the New York Yankees' pitcher voted the outstanding performer in the 1962 World Series; Mays, the great slugger of the San Francisco Giants; and Dempsey, former world heavyweight boxing champion.

Krupa, with his drums and combo, will ride a jazz float. Miss Lawrence is starring in the Broadway hit, "Night Life."

Most of the entertainers and the bands in the line of march will stage special numbers when they reach the Herald Square grandstand area. Their performances will be seen on television exclusively on NBC, which will present exclusive coverage of the circus and will be the only network to televise the entire parade.

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NBC-New York, 11/12/62

NBC COLOR TELEVISION NEWS

November 12, 1962

NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For December, 1962 (All Times EST)

Saturday, Dec. 1

9:30-10 a.m. -- "The Ruff and Reddy Show."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
12:30-1:30 p.m. -- "Exploring."
8:30-9 p.m. -- "The New Joey Bishop Show."
9-11 p.m. -- "Saturday Night at the Movies": "Night People"

Sunday, Dec. 2

5:30-6 p.m. -- "The Bullwinkle Show."
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."
10-11 p.m. -- "Du Pont Show of the Week": "Mutiny."

Monday through Friday, Dec. 3-7

6:30-7 a.m. -- "Continental Classroom": "American Government"
10:30-11 a.m.--"Play Your Hunch."
11-11:30 a.m. -- "The Price Is Right."
12 noon-12:30 p.m. -- "Your First Impression."
2-2:55 p.m. -- "The Merv Griffin Show."
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson."

Monday, Dec. 3

9:30-10 p.m. -- "The Price Is Right."
10-10:30 p.m. -- "David Brinkley's Journal."

Tuesday, Dec. 4

7:30-8:30 p.m. -- "Laramie."

(more)

PRESS DEPARTMENT NATIONAL BROADCASTING COMPANY 30 ROCKEFELLER PLAZA NEW YORK 20 NEW YORK

Wednesday, Dec. 5

11:30 a.m.-12 noon -- "Concentration."
12:30-1 p.m. -- "Truth or Consequences."
3:30-4 p.m. -- "Young Doctor Malone."
7:30-9 p.m. -- "The Virginian."
9-10 p.m. -- "Perry Como's Kraft Music Hall."

Thursday, Dec. 6

9:30-11 p.m. -- "Hallmark Hall of Fame": "Cyrano de Bergerac."

Friday, Dec. 7

8:30-9:30 p.m. -- "Sing Along with Mitch."
10-11 p.m. -- "The Jack Paar Program."

Saturday, Dec. 8

9:30-10 a.m. -- "The Ruff and Reddy Show."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
12:30-1:30 p.m. -- "Exploring."
8:30-9 p.m. -- "The New Joey Bishop Show."
9-11 p.m. -- "Saturday Night at the Movies": "No Down Payment."

Sunday, Dec. 9

5:30-6 p.m. -- "The Bullwinkle Show."
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."
10-11 p.m. -- "The Dinah Shore Show."

Monday through Friday, Dec. 10-14

6:30-7 a.m. -- "Continental Classroom": "American Government."
10:30-11 a.m. -- "Play Your Hunch."
11-11:30 a.m. -- "The Price Is Right."
12 noon-12:30 p.m. -- "Your First Impression."
2-2:55 p.m. -- "The Merv Griffin Show."
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson."

Monday, Dec. 10

9:30-10 p.m. -- "The Price Is Right."
10-10:30 p.m. -- "David Brinkley's Journal."

Tuesday, Dec. 11

7:30-8:30 p.m. -- "Laramie."

Wednesday, Dec. 12

7:30-9 p.m. -- "The Virginian."
9-10 p.m. -- "Perry Como's Kraft Music Hall."

(more)

Thursday, Dec. 13

9:30-10 p.m. -- "Hazel."
10-11 p.m. -- "The Andy Williams Show."

Friday, Dec. 14

8:30-9:30 p.m. -- "Sing Along with Mitch."
10-11 p.m. -- "The Jack Paar Program."

Saturday, Dec. 15

9:30-10 a.m. -- "The Ruff and Reddy Show."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
12:30-1:30 p.m. -- "Exploring."
8:30-9 p.m. -- "The New Joey Bishop Show."
9-11:13 p.m. -- "Saturday Night at the Movies": "Desiree."

Sunday, Dec. 16

5-6 p.m. -- "Bell System Science Series": "Thread of Life" (Repeat)
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."

Monday through Friday, Dec. 17-21

6:30-7 a.m. -- "Continental Classroom": American Government.
10:30-11 a.m. -- "Play Your Hunch."
11-11:30 a.m. -- "The Price Is Right."
12 noon-12:30 p.m. -- "Your First Impression."
2-2:55 p.m. -- "The Merv Griffin Show."
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson."

Monday, Dec. 17

9:30-10 p.m. -- "The Price Is Right."
10-10:30 p.m. -- "David Brinkley's Journal."

Tuesday, Dec. 18

7:30-8:30 p.m. -- "Mr. Magoo's Christmas Carol."

Wednesday, Dec. 19

7:30-9 p.m. -- "The Virginian."
9-10 p.m. -- "Perry Como's Kraft Music Hall."
10-11 p.m. -- "Polaris Submarine: Journal of an Undersea Voyage."

Thursday, Dec. 20

9:30-10 p.m. -- "Hazel."
10-11 p.m. -- "The Andy Williams Show."

(more)

Friday, Dec. 21

8:30-9:30 p.m. -- "Sing Along with Mitch."
10-11 p.m. -- "The Jack Paar Program."

Saturday, Dec. 22

9:30-10 a.m. -- "The Ruff and Reddy Show."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
12:30-1:30 p.m. -- "Exploring."
8:30-9 p.m. -- "The New Joey Bishop Show."
9-11 p.m. -- "Saturday Night at the Movies": "Red Skies of Montana"

Sunday, Dec. 23

5:30-6 p.m. -- "The Bullwinkle Show."
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."
10-11 p.m. -- "Bell Telephone Hour."

Monday through Friday, Dec. 24-28, and Monday, Dec. 31

10:30-11 a.m. -- "Play Your Hunch."
11-11:30 a.m. -- "The Price Is Right."
12 noon-12:30 p.m. -- "Your First Impression."
2-2:55 p.m. -- "The Merv Griffin Show."
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson."

Monday, Dec. 24

9:30-10 p.m. -- "The Price Is Right."
10-10:30 p.m. -- "David Brinkley's Journal."

Tuesday, Dec. 25

7:30-8:30 p.m. -- "Laramie."

Wednesday, Dec. 26

7:30-9 p.m. -- "The Virginian."
9-10 p.m. -- "Perry Como's Kraft Music Hall."

Thursday, Dec. 27

9:30-10 p.m. -- "Hazel."
10-11 p.m. -- "The Andy Williams Show."

Friday, Dec. 28

8:30-9:30 p.m. -- "Sing Along with Mitch."
10-11 p.m. -- "The Jack Paar Program."

(more)

5 - NBC-TV December Color Schedule

Saturday, Dec. 29

9:30-10 a.m. -- "The Ruff and Reddy Show."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
12:30-1:30 p.m. -- "Exploring."
8:30-9 p.m. -- "The New Joey Bishop Show."

Sunday, Dec. 30

5:30-6 p.m. -- "The Bullwinkle Show."
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."
10-11 p.m. -- "The Dinah Shore Show."

Monday, Dec. 31

9:30-10 p.m. -- "The Price Is Right."
10-10:30 p.m. -- "David Brinkley's Journal."

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NBC-New York, 11/12/62

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

November 13, 1962

'THE RIVER NILE,' 1-HOUR NBC NEWS COLOR DOCUMENTARY, AVAILABLE TO SCHOOL FILM LIBRARIES THROUGH NBC MERCHANDISING

NBC Merchandising has arranged for "The River Nile" to be made available to the permanent film libraries of schools across the country. The full-hour color documentary, produced by Lou Hazam and NBC News, was recently seen on the NBC-TV Network.

Norman Lunenfeld, Manager, NBC Merchandising, points out that "The River Nile," which won unanimous acclaim from the critics, has prompted schools to break precedent.

"Usually, film librarians at educational institutions are interested in 15 to 30-minute documentaries," Mr. Lunenfeld said. "However, in the case of "The River Nile," they are willing to purchase the fuller length regardless of the difficulties involved in scheduling it in a school's curriculum, and regardless of the extra cost."

National distribution of "The River Nile" to schools will be handled by Film Associates of California.

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NBC COLOR TELEVISION NEWS

November 13, 1962

ROBERT Q. LEWIS TO BE PERMANENT HOST OF 'PLAY YOUR HUNCH'

Robert Q. Lewis, who was one of the interim emcees of NBC-TV's Monday-through-Friday "Play Your Hunch" color series, will be the permanent host of the show starting Monday, Nov. 19 (10:30-11 a.m. EST).

Lewis was the "Play Your Hunch" host during the first two weeks of October after Merv Griffin left the series to star in the new NBC-TV daytime color program, "The Merv Griffin Show."

For many years a familiar personality on both radio and television shows originating in New York, Lewis moved to the West Coast during the Summer of 1961. He has since had a daily four-hour disc-jockey show on a Hollywood radio station, and returned to New York only for guest appearances and for the two-week stint in October as "Play Your Hunch" host.

His entertainment career also includes nightclub and Summer stock performances. He is a native of New York City.

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PRESS DEPARTMENT NATIONAL BROADCASTING COMPANY 30 ROCKEFELLER PLAZA NEW YORK 20, NEW YORK

NBC COLOR TELEVISION NEWS

November 13, 1962

LAWMAKERS WHO 'MET THE PRESS'
HAVE PRAISE FOR NBC SERIES

On Oct. 16, 1960, Senator John F. Kennedy, campaigning for the Presidency in Silver Springs, Md., said in a speech: "We have been to New Jersey today and Delaware -- and to 'The 51st State,' as I call 'Meet the Press'!.."

As "Meet the Press" marked its 15th anniversary on the NBC-TV Network last Sunday (Nov. 11) leaders of Congress, too, praised the program, currently the oldest network program on television. (It is now presented each Sunday at 6 p.m. on NBC-TV in color, and at 6:30 p.m. on NBC Radio).

Among letters sent to Lawrence E. Spivak, producer of the program, was one from Speaker of the House, John W. McCormack (D.-Mass.) who wrote: "'Meet the Press'...is a marked contribution towards enlightening the American people and in arousing and establishing an informed public opinion."

Other Congressmen who wrote were:

House Minority Leader Charles A. Halleck (R.-Ind.): "It is always a challenge for me to appear on 'Meet the Press' because I know from past experience the nation-wide scope and high caliber of your audience."

(more)

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

Representative William E. Miller (R.-N.Y.), Republican National Chairman: "I personally find it (the program) very educational and stimulating and would recommend it to viewers of all ages as a means of keeping abreast of the times."

Senator Hubert H. Humphrey (D.-Minn.): "Your amazingly objective and precise questioning always seems to sting your 'victims' into a newsworthy and enlightening response. You have performed an immensely valuable service to better public understanding of our government and its policies."

Representative Emanuel Celler (D.-N.Y.): "Meet the Press" is deservedly a popular program with a large, regular audience..."

Representative Adam Clayton Powell (D.-N.Y.): "As one who has appeared on 'Meet the Press,' I feel that no program in any of the media of public opinion has more of an impact on the thinking of American citizens than does 'Meet the Press.'"

Senator Jacob K. Javits (R.-N.Y.): "'Meet the Press' is as newsworthy as the morning paper and I hope it will be with us for many more years to come..."

Senator A. S. Mike Monroney (D.-Okla.): "'Meet the Press' is a temptation almost impossible for a Senator to resist, then a horror to contemplate, and finally such a fast-moving, provocative discussion on the air that it is almost always worthwhile for guest, panelists and viewers."

Representative Joseph W. Martin Jr. (R.-Mass.): "It is a program that not only gives real information, but it affords an opportunity for the people to judge the sincerity of the questions and answers."

(more)

Senator Leverett Saltonstall (R.-Mass.): "...I believe that more distinguished people not only from the United States, but from all over the world have appeared on it ('Meet the Press') than on any other news program."

Representative James Roosevelt (D.-Calif.): "I think 'Meet the Press' has illustrated many times that one may get second-hand reports but, as the old saying goes, if you really want the facts -- get it "from the horse's mouth! (And, of course, this in no way implies that the participants are horses.)"

Representative Chet Holifield (D.-Calif.): "...Your 15th anniversary on television is ample proof of the value of your program in presenting to the American people, through penetrating questions, every facet of the most current issues of our times."

Representative Melvin R. Laird (R.-Wis): "...'Meet the Press' has lived up to the finest traditions of responsible programming."

Representative Oren Harris (D.-Ark.): "...one of the most outstanding public service features of our communications media during this generation."

Representative Clarence J. Brown (R.-Ohio): "It is hard to believe 15 years have passed by since you first started this program which has proven so newsworthy on a national basis throughout the years..."

* * *

To the above was a message from Connecticut's Senator-Elect Abraham Ribicoff (D.-Conn): "Whenever I have appeared on the program, there has been heavy mail response and the personal comments indicate the viewers to be aware."

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NBC-New York, 11/13/62

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

November 14, 1962

NEARLY ONE-THIRD OF 50 MAJOR NBC NEWS TV SPECIALS
OF 1962-63 SEASON WILL BE BROADCAST IN COLOR

Nearly one-third of the 50 major NBC News specials to be presented on the NBC-TV Network in the 1962-63 season will be broadcast in color, it was announced today by William R. McAndrew, Executive Vice President, NBC News.

Mr. McAndrew said that at least 15 color specials covering locations from California to Stratford-on-Avon and from Washington to the mid-Atlantic will have been presented on the NBC-TV Network before the season is over.

NBC News color specials have already included "The 44th National Automobile Show" (Oct. 21), "The River Nile" (Oct. 28), "Rome: The Vatican Council" (Oct. 30) and "A Stage for Exellence: The National Cultural Center" (Nov. 11).

Among other color specials being prepared by NBC News are the following:

"Shakespeare: Soul of an Age" -- Friday, Nov. 30 (7:30 to 8:30 p.m. EST), starring Sir Michael Redgrave and narrated by Sir Ralph Richardson, which will explore the landmarks of Shakespeare's life and the places, such as the Tower of London and the battlefield at Bosworth, that figured in his plays.

(more)

"Polaris Submarine: Journal of an Undersea Voyage" -- Wednesday, Dec. 19 (10-11 p.m. EST), in which Martin Agronsky will report on 16 days he and an NBC News crew spent aboard the sub George Washington during an extended mission that included the firing of missiles.

"Projection '63" -- Sunday, Jan. 6 (10-11 p.m. EST), with moderator Frank McGee leading NBC News correspondents -- brought to New York from posts around the world -- in a discussion of world issues and trends of the past 12 months as they may affect events in the coming year.

Other special color programs in preparation will include a close look at California as it is about to become the nation's most populous state, the story of a great American naturalist and the desert that he has made a life's study, and a train journey behind the Iron Curtain.

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NBC-New York, 11/14/62

JACK TRACY
ROOM 320

NBC TELEVISION NETWORK NEWS 8-X-H

November 15, 1962

3 NBC-TV SHOWS WIN FOREIGN FILM FESTIVAL AWARDS

"Vincent Van Gogh: A Self Portrait"; "The Real West" And "Mark Twain's America" Are Honored

Foreign film festival awards were presented to three NBC-TV shows -- "Vincent Van Gogh: A Self Portrait" and two NBC "Project 20" programs -- (Nov. 13) at a dinner in Washington sponsored by the Committee on International Non-Theatrical Events (CINE).

One of the most honored programs ever televised, "Van Gogh" already had won three major awards. This NBC News program received an Emmy Award for its writer-producer, Lou Hazam, whose next production, "Shakespeare: Soul of an Age," will be broadcast in color on the NBC-TV Network Friday, Nov. 30 (7:30-8:30 p.m. EST). Other "Van Gogh" honors were the George Foster Peabody Award and a citation by the National Association for Better Radio and Television as the best single program of the year.

The new honors conferred on the "Van Gogh" program were Certificates of Merit from the Vancouver International Film Festival, the Edinburgh Film Festival and the Venice Film Festival. In addition, the program was declared a Golden Eagle Award winner, signifying that it has been selected to be shown overseas. The full-hour special color program was presented on NBC-TV Nov. 17, 1961.

The awards to NBC "Project 20" were received by James Nelson, manager of NBC Special Projects, which produces the "Project 20" programs. They included a Certificate of Merit to "The Real West"

(more)

from the Vancouver International Film Festival and a Diploma from the 1962 Venice Film Festival honoring the same show, which was presented on NBC-TV March 29, 1961.

"Mark Twain's America," another "Project 20" program, received a citation in the cultural film category from the Fifth Festival Internacional of Montevideo, Uruguay. "Mark Twain's America" was first broadcast by NBC-TV April 22, 1960.

Donald B. Hyatt was producer and Robert Garthwaite associate producer of both programs, and Daniel Jones was chief researcher. Robert Russell Bennett composed and conducted the original scores, Richard Hanser wrote the script for "Mark Twain's America," and Philip Reisman Jr. was the writer for "The Real West."

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NBC-New York, 11/15/62

FROM THE NATIONAL BROADCASTING COMPANY
Thirty Rockefeller Plaza, New York 20, N. Y.

November 15, 1962

IT'S 36 YEARS FOR NBC!

Today, Nov. 15, marks the 36th anniversary of the first NBC Radio Network program. It originated in 1926 at New York City's old Waldorf-Astoria Hotel -- with some distant "remotes" -- and included an array of top stars of stage, concert and music hall over a network of 25 stations -- 21 of them charter affiliates, four especially added.

NBC NEWS ASSIGNS KENNETH BERNSTEIN TO GUANTANAMO

NBC News correspondent Kenneth Bernstein has been assigned to cover the U. S. Guantanamo Naval Base in Cuba and arrived there yesterday (Nov. 14).

Bernstein, who is normally based in Buenos Aires as chief of the NBC News bureau there, was reassigned to Miami early last month to cover the Cuban crisis. He speaks Spanish fluently and had a previous NBC assignment in Cuba shortly after Castro came to power.

Last weekend, NBC News sent film cameraman G. Bradford Kress from Washington to the Guantanamo base.

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NBC COLOR TELEVISION NEWS

November 15, 1962

NBC-TV STARS AND OTHER CELEBRITIES IN SHOWBUSINESS AND SPORTS JOIN LIST OF NOTABLES TO PARTICIPATE IN MACY'S THANKSGIVING DAY PARADE AND CIRCUS

Three NBC-TV stars -- Dean Jones, Joe E. Ross and Fred Gwynne -- and Tony Bennett, Arnold Palmer, Otto Graham, Sam Levenson and Jay North are the latest showbusiness and sports celebrities listed to participate in Macy's Thanksgiving Day Parade and Circus, which NBC-TV will televise in color Thursday, Nov. 22 (10 a.m. to 12 noon EST).

The stars appearing in New York's traditional holiday spectacle, and some of the chief floats, are:

Jimmy Durante will be aboard the "Jumbo" float, accompanied by the Barbados String Band.

Golf great Arnold Palmer, former quarterback ace Otto Graham, baseball stars Willie Mays and Ralph Terry and former heavyweight champion Jack Dempsey will ride an all-star Sports float.

Dean Jones, star of NBC-TV's Sunday night "Ensign O'Toole" series, will be on the Pinocchio float.

Joe E. Ross and Fred Gwynne, stars of NBC-TV's Sunday night "Car 54, Where Are You?" series, will ride down Broadway in Police Car 54.

(more)

PRESS DEPARTMENT NATIONAL BROADCASTING COMPANY 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

Singer-actress Carol Lawrence will travel the parade route on a multi-colored Peacock float.

Drummer Gene Krupa leads his combo on a Jazz float.

Singer Tony Bennett will be the Prince Charming on the Cinderella float. His Cinderella will be Darla Banks of Fresno, Calif., winner of the Miss Teenage America title.

Comedian Sam Levenson will be aboard the Toyland float.

Jay North, star of the "Dennis the Menace" TV series, will ride the Rocket Ship float.

The University of Pennsylvania Glee Club will ride a Choral float.

Macy's 36th annual holiday parade also will feature five mammoth helium-filled balloons and 12 award-winning bands with their precision-marching maneuvers.

Bud Palmer and Chris Schenkel will be the parade commentators. Jim Lucas will be the host and ringmaster for the circus preceding the parade.

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NBC-New York, 11/15/62

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

November 16, 1962

PRESIDENT KENNEDY AND WEST GERMAN CHANCELLOR ADENAUER
PRAISE 'MEET THE PRESS' ON ITS 15TH TV ANNIVERSARY

President John F. Kennedy and West German Chancellor Konrad Adenauer have written Lawrence E. Spivak, producer of "Meet the Press," on the occasion of the program's 15th anniversary on NBC-TV, observed on the broadcast of Sunday, Nov. 11.

The text of President Kennedy's letter follows:

"Congratulations to you and 'Meet the Press' on its Fifteenth Anniversary.

"The unusual durability of your show on network television is eloquent testimony to its consistently high quality and significance. Having appeared as a Congressman, Senatorial candidate, Senator, Presidential aspirant and Presidential nominee, I know from personal experience how widely your program is viewed and respected.

"Keep up the good work.

"With every good wish,

Sincerely,

John F. Kennedy."

Chancellor Adenauer wrote:

"The press, radio and television carry an especially great responsibility for the maintenance and proper understanding of the right to freedom. For one-and-a-half

(more)

decades, 'Meet the Press' has offered the leading political figures of all nations a forum from which they can voice their opinions and represent their viewpoints. Several times I myself have been pleased to take advantage of this opportunity.

"'Meet the Press' shall have to carry into the future its contribution toward the preservation of freedom in the world. To this end I send my best wishes for continued success to the program and its staff."

Other comments from notables in letters to Mr. Spivak follow:

General Lauris Norstad, Supreme Commander, Allied Powers, Europe: "Never in our history has there been a greater need for public discussion of the issues which face our country. By bringing into the American home men and women who are familiar with the problems and issues of the day, your outstanding program is making an invaluable contribution in the field of public service."

Christian A. Herter, former Secretary of State: "It is extraordinary to me that it ('Meet the Press') has retained its original format and style from the very beginning, and it has succeeded in bringing the human qualities of many important people to the attention of the American people."

Dr. Edward Teller, one of the world's pioneers in nuclear physics, also congratulated "Meet the Press" in a letter to Mr. Spivak, which, in part, said: "I hope that you will carry on for many years to come."

("Meet the Press" is presented Sundays on the NBC-TV Network -- in color -- at 6 p.m. EST, and on the NBC Radio Network at 6:30 p.m. EST).

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NBC-New York, 11/16/62

CREDITS FOR MACY'S THANKSGIVING DAY PARADE AND CIRCUS,
TWO-HOUR COLOR BROADCAST ON NBC-TV THURSDAY, NOV. 22

Time:	10 a.m. to 12 noon EST.
Parade Commentators:	Bud Palmer and Chris Schenkel.
Circus host:	Jim Lucas.
Parade stars and highlights:	Showbusiness and sports celebrities in the parade will include Joe E. Ross and Fred Gwynne (of NBC-TV's "Car 54, Where Are You?" series), Dean Jones (of NBC-TV's "Ensign O'Toole" series), Jimmy Durante; sports stars Willie Mays, Ralph Terry, Arnold Palmer, Jack Dempsey and Otto Graham; Tony Bennett, Sam Levenson, Carol Lawrence, Gene Krupa, Frank Fontaine and Jay North. Other features will be the University of Pennsylvania Glee Club, the Barbados Police Band, five huge helium-filled balloons -- the Flying Trapeze, Happy Dragon, Popeye, Bullwinkle Moose and Donald Duck; 12 championship marching bands, 21 scenic floats and, to climax the parade, Santa Claus and the Christmas float.
Circus Highlights:	The Four Kelroys on the trampoline, Van Donwen's Seals, juggler Lottie Brunn, Joe Gangler's Dogs, the acrobatic Amandis and the Great Veno on the high wire. Jim Lucas will be the ring-master.

(more)

2 - Credits for Macy's Thanksgiving Day Parade

Producer:	Ed Pierce.
Directors:	Dick Schneider and Ted Nathanson.
Associate producers:	Bob Rubin and John Gilroy.
Music director:	Sammy Fidler.
Technical directors:	Dan Zampino and Jim Davis.
Technical supervisor:	Courtney Snell.
Unit manager:	Bruce Bassett.
Announcer:	Bill McCord.
Origination:	Live, from Herald Square in New York, in front of Macy's Department Store.
Sponsors (and agencies):	Remco Industries Inc. (Webb Associates Inc.) and Food Manufacturers Inc. (Ted Bates & Co.) for parade coverage; Remco for circus coverage.
NBC Press representative:	Bob Goldwater, New York.

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NBC-New York, 11/16/62

- Credits for Macy's Thanksgiving Day Parade

roducer:	Ed Pierce.
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nit manager:	Bruce Dessert.
nnouncer:	Bill Mafford.
rigination:	Live, from Herald Square in New York, in front of Macy's Department Store.
ponsors (and agencies):	Bemco Industries Inc. (Mass Associates Inc.) and Food Manufacturers Inc. (Ted Bates & Co.) for parade coverage. Bemco for Circus coverage.
0 Press representative:	Bob Gelmeister, New York.

NBC-New York, 11/19/[illegible]

NBC TELEVISION NETWORK NEWS 2-X-H

November 19, 1962

'GARY COOPER--TALL AMERICAN': A TV PORTRAIT

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Full-Hour 'Project 20' Program on NBC-TV Will Present 'Warm and Affectionate' Story of Star as His Closest Friends and Family Knew Him

Gary Cooper, still fresh in the affections of tens of millions, will be the subject of a full-hour "Project 20" program on the NBC-TV Network this season, Donald B. Hyatt, producer-director of "Project 20," announced today.

The television portrait titled "Gary Cooper--Tall American," will be broadcast Tuesday, March 26, from 7:30 to 8:30 p.m. EST, under sponsorship of the Savings and Loan Foundation. Hyatt will produce and direct the program, and Robert Garthwaite will be associate producer. Richard Hanser will write the script and Robert Russell Bennett will compose the orchestral score.

Cooper will be portrayed as representing "something peculiarly American," according to Hyatt. "His screen personality symbolized the true spirit of the American for millions here and abroad. Our aim is to show not just the world-renowned actor, a Hollywood phenomenon, but a man who was a kind of international archetype of the American character at its best."

The new production springs from the "Project 20" unit's "deep personal involvement" with Gary Cooper, Hyatt said. "The last thing he did was for us -- 'The Real West.' It was a labor of love for him and a fitting last testament, reflecting as it did a life-long interest in the history of the American frontier that stemmed from his

(more)

own early days in Montana. He himself was delighted with it, and felt that if it had to be one last thing he would do, this was it."

It was Cooper's first and only major television appearance, and it turned out to be his last performance before the cameras. The program and his part in it were unanimously hailed by the press and the public at its premiere March 29, 1961, and it went on to win international awards.

"The unit was so taken by him, inspired by the association with him during his last months, that we have been enthusiastic about trying to portray some of the qualities of the man that so impressed us," Hyatt said.

"No one of us who worked with him during that last year will ever forget the experience. During the year we worked together, he knew of his illness, but his spirit never changed and he gave no hint of what he knew was happening to him. When he finished his work on the program in March, 1961, he went to bed, and seven weeks later he was gone."

The new program will afford a "warm and affectionate" insight into the man behind the on-screen image, according to Hyatt, showing him as he was known to his closest friends and family, the off-screen personality who was called "Coop" by those nearest to him.

Many persons who were close to Cooper will talk about him on-camera. His friends ranged from film stars to the grips on the set, from royalty to Caribbean skin-divers, from the horsemen who rode the range with him to Pablo Picasso and the brightest names in international society. A representative selection will take part in the program.

Mrs. Cooper is making available to "Project 20" a considerable store of home movies she took of her husband, Hyatt said, and Cooper's friends are giving "whole-hearted support" in the effort to do a definitive portrait. (more)

Film will be newly made in many of the places Cooper lived, including the Montana ranch where he spent his early years, and in many of the places throughout the world where work and adventure took him.

Archive news film will show Cooper skiing with his wife and daughter at Aspen, Colo.; Cooper at the wedding of his friend James Stewart, Cooper entertaining the troops in New Guinea during the Second World War, Cooper with Queen Elizabeth, Cooper testifying as a friend of the court before the House Un-American Activities Committee in Washington, Cooper doing a comedy circus act with Buster Keaton. Stills depicting his early years also will be used.

Characteristic sequences from those of his popular motion pictures which best depict the Gary Cooper screen personality will be shown. His major roles constituted virtually a complete gallery of the personalities Americans have most admired and loved: pioneer, cowboy, citizen-soldier, pilot, bashful lover, self-confident adventurer, and homespun idealist challenging a wicked world.

Cooper was born May 7, 1901, in Helena, Montana. He died at his home in Los Angeles May 13, 1961. Newspapers all around the world put the story of his death on the front page, and millions of all nationalities read it with a deep sense of personal loss. For 30 years he had been one of the great box-office stars of all time.

"Ours will not be just another Hollywood story, a collection of cuts from famous films, or a mere then-he-starred-in marathon," Hyatt said. "Gary Cooper the man will be of equal importance with the public personality. We hope to show graphically that he represented to the world something peculiarly American."

McCann-Erickson is the agency for the Savings and Loan Foundation, which also sponsored "The Real West." A program title and a narrator will be announced soon.

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NBC-New York, 11/19/62

FROM THE NATIONAL BROADCASTING COMPANY
Thirty Rockefeller Plaza, New York 20, N. Y.

November 19, 1962

BEING CASTRO GOVERNMENT PRISONER FOR MOST OF TWO WEEKS IN HAVANA DID NOT DETER NBC'S ROBERT MacNEIL FROM APPRAISING TODAY'S CUBA

You can learn a lot about Cuba today from two weeks in Havana -- even if you spend most of the time as a prisoner of Fidel Castro's Red government.

This was proved by the observations of Robert MacNeil, NBC News correspondent, who was released last week. MacNeil was the only staff news correspondent of any U. S. news organization to enter Cuba since the crisis developed.

He was placed under house arrest after arriving from Mexico City. MacNeil and other newsmen were kept in the onetime luxury hotel, the Capri. Now, MacNeil reports, the former gambling house at the Capri is just an elaborate bar, with only the square lights which once hung over the roulette tables, testifying to its past.

The newsmen were allowed the use of only one floor and were strictly supervised by armed guards.

The Cubans showed no discrimination in their treatment of newsmen, however, MacNeil said. Reporters from outside the United States were also restricted and even some East German correspondents were not allowed outside Havana, he added.

After eight days at the Capri, MacNeil and the other newsmen were released and told they could work. But four days later they were arrested again and confined to a Havana jail. MacNeil conceded the Havana jail "was not the cleanest place in the world," but that it was "not a hellhole."

(more)

His last two days in Havana were spent at the Capri where the reporters were allowed the run of the building. The floor show there was excellent, MacNeil said -- "better than some I have seen in Paris. The girls were beautiful; the costumes and sets were excellent."

During his period of freedom, MacNeil met several Cubans who were willing to talk against the Castro regime, in private at least. They explained that every neighborhood has a committee for the defense of the revolution -- informers who report regularly to the state police. If anyone escapes from jail, MacNeil said, he has a difficult time finding anyone to hide him -- the committees and certain shop-keepers tell the police of any strangers in the neighborhood.

It is impossible to buy milk in the city of Havana although Castro insists that every Cuban gets a liter of milk each day, MacNeil said. Food shortages are apparent everywhere in Cuba, he added. The sugar crop in 1962 was 4.8 metric tons, compared with 7.01 metric tons in the peak year of 1946, 6.7 metric tons in 1951.

MacNeil learned that the sugar crop failure is due to a number of factors: Shortage of labor, bad weather, some sabotage and incompetent cane cutting by amateur cutters.

Another source of administrative trouble in Cuba, MacNeil speculated, could be the youth and lack of education of high-ranking officials. Many of them are between 20 and 25 years old; most have not had a college education, MacNeil noted.

Cuban bureaucrats, although committed to the principles of Communism, are not averse to good living, MacNeil observed. When he dined at the El Toro Restaurant, a lavish show-place high above Havana,

(more)

several officers of the revolution, complete with pistols, khakis and beards, trooped in to treat themselves to the $10-and-up dinners.

Since his release Nov. 16, and his return to the U. S. via Mexico City, MacNeil has related some of his experiences and judgments on Cuba on such NBC News programs as "Today," "Monitor" and "This Is NBC News," within a period of three days.

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HUGH DOWNS WILL BE HOST OF WASHINGTON PROCEEDINGS
PRIOR TO CLOSED-CIRCUIT TV SHOW FOR BENEFIT
OF PLANNED NATIONAL CULTURAL CENTER

Hugh Downs, host of NBC-TV's "Today" and "Concentration" programs, will be the emcee in Washington for the ceremonies preceding the Nov. 29 closed-circuit television show that will raise funds for the planned National Cultural Center in Washington.

Downs will be at the National Armory where President and Mrs. John F. Kennedy and some of the noted performers scheduled for the closed-circuit program will be guests at a $100-a-plate dinner.

Leonard Bernstein will be the master-of-ceremonies for the closed-circuit program itself, portions of which will originate from New York, Chicago, Los Angeles, and Augusta (Ga.), in addition to Washington.

NBC-New York, 11/19/62

CREDITS FOR 'THE PAT BOONE THANKSGIVING DAY SHOW' COLOR BROADCAST

Date and Time:	Thursday, Nov. 22 on NBC-TV in color (5:30-6:30 p.m. EST).
Star and Host:	Pat Boone
Starring:	Patti Page, Elaine Dunn and folksingers Peter, Paul and Mary
Special guest star:	Phil Harris
Format:	The all-star cast presents festive song-and-dance features in this full-hour musical-variety color show. A special segment will show America through the eyes of artist Norman Rockwell and his Saturday Evening Post covers. This sequence features 24 of Rockwell's paintings, including the famed "Four Freedoms."
Produced by	Roger Gimbel
Directed by	Greg Garrison
Written by	Sheldon Keller and Saul Ilson
Music arranged/ conducted by	Vic Schoen
Choreographer:	Jack Regas
Choral Director:	Bill Brown
Costumes by	Ret Turner
Sponsor (and agency):	Mohawk Carpet Mills, a Division of Mohasco Industries Inc. (Maxon Inc.)
Produced by	Cooga Mooga Inc. in association with the NBC-TV Network.
Origination:	Color City, Burbank, Calif.
Press representatives:	Rolf Gompertz, Burbank, and Al Cammann, New York.

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NBC-New York, 11/19/62

JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

November 20, 1962

NBC INTERNATIONAL PARTICIPATING IN ESTABLISHMENT
OF TELEVISION SERVICE FOR GOVERNMENT OF JAMAICA

NBC International is participating in the establishment of a television service for the newly independent Government of Jamaica, it was announced today by Joseph M. Klein, Director, NBC International.

As a member of a consortium commissioned by the Jamaica Broadcasting Corporation, NBC International is providing technical, financial, management and programming assistance.

On-the-air target date for Jamaica's first TV station has been set for late Summer of 1963. The program schedule will begin with four hours of daily transmission, plus special educational transmissions to schools. Advertising on the station will be permitted, with the commercial messages scheduled for time segments between programs.

NBC International also helped to establish the first television stations in Kenya and Gibraltar, where transmissions were inaugurated in October, 1962. Sierra Leone and Sudan will initiate television in 1963, also with the assistance of NBC International.

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NBC NEWS CAMERAMAN GRANT WOLFKILL, FORMER PRISONER OF LAOS REDS, IS ASSIGNED TO CHINA-INDIA AREA TO COVER BORDER WARFARE

NBC News cameraman Grant Wolfkill, who was a prisoner of Communist forces in Laos for 15 months, has been assigned to the China-India area where he will cover the border warfare.

Wolfkill has been recuperating from his imprisonment since last August, when he was released, and has been in Shelton, Wash., at the home of his parents since.

While a passenger aboard a helicopter, Wolfkill was captured May 15, 1961, when the craft was forced down behind Red lines. Efforts to secure his release were successful Aug. 17, 1962.

The U. S. Army awarded the cameraman the Medal of Freedom for his "boldness, tenacity and courage" in helping fellow American prisoners survive the brutalities of imprisonment.

Wolfkill will be based in Hong Kong on this new assignment. He will be working with James Robinson, NBC News' Far East correspondent, who was working with Wolfkill in Laos at the time of the capture.

-----o-----

NBC-New York, 11/20/62

November 20, 1962

WINDBREAKERS--NOT TRENCHCOATS--ARE THE GARB OF CUBAN SECURITY AGENTS, NBC NEWS' ROBERT MacNEIL REPORTS ON "TODAY" AFTER HAVANA DETENTION

Windbreakers and not trenchcoats seem to be the uniform of Cuban security agents, according to NBC News Correspondent Robert MacNeil.

MacNeil, who appeared on NBC-TV's "Today" show yesterday morning (Monday, Nov. 19) arrived in this country Friday night (Nov. 16) after spending two weeks in Havana, mostly as a prisoner.

He was free just four days while in Havana, and then was under surveillance and followed all the time.

"They have young guys in windbreakers who sort of lounge around everywhere and follow you," said MacNeil.

During his period of freedom, MacNeil noticed that Cubans brightened perceptibly when they learned he was not Russian.

"They don't like the Russians," said MacNeil. "It's probably chiefly due to the fact that they identify the Russians partly with their present situation, the shortage of some things and the certainly inferior types of consumer goods that they're getting now because they're totally dependent upon the Communist countries."

The city people especially, who like a good time and nice things, feel strongly when these things are taken away. As an example, MacNeil said, women cannot buy lipstick or stockings and the soap is very inferior.

(more)

"All of these very ordinary things of life are absent," said MacNeil, "and I think they identify the Russians with that."

Discussing the American quarantine of Cuba, MacNeil said he encountered no popular hostility to it, adding:

"Although the regime has been plugging this very strong, the Cubans so far have not been very susceptible to the propaganda, except the people who are convinced supporters of Castro.

"But, on the contrary, the blockade has worked somewhat to their advantage because a lot of the nicer Cuban foodstuffs that were being shipped out to the Communist countries have not been going out. And so recently, they have been able to get orange juice and even lobsters."

-----o------

NBC-New York, 11/20/62

CAST AND CREDITS FOR SEASON'S SECOND "BOB HOPE SHOW"

Program and date:	"The Bob Hope Show," second comedy special of the 1962-63 season -- on NBC-TV Thursday, Nov. 29, 8:30 to 9:30 p.m. EST. (preempts "Dr. Kildare")
Starring:	Bob Hope
Also starring	Jack Benny, with special guest Bobby Darin, and extra added attraction, Ethel Merman
Format:	Comedy-with-music revue. Hope opens with an "International" edition of his usually timely monologue, taped in England, where he is working on a picture. In other features Hope performs in two comedy sketches -- one with Benny and the other with Miss Merman and Darin. Darin sings "All of Me" and joins Hope in a medley of "The top 10 songs on the global hit parade." Miss Merman sings two songs she introduced in Broadway shows. A "serious" Jack Benny plays a violin solo of "The Bee."
Produced by	George Hope
Directed by	Jack Shea
Written by	John Rapp and Lester White; Mort Lachman and Bill Larkin; Charles Lee
Consultant:	Norman Sullivan
Additional material:	Gig Henry
Music by	Skinny Ennis and his orchestra
Origination:	NBC Studios, Burbank, Calif., on tape
Sponsors (and agencies):	U. S. Time Corp. (Warwick & Legler Inc.), and Kitchens of Sara Lee (Hill, Rogers, Mason and Scott Inc.).
NBC Press representatives:	Bill Faith, Burbank, and Al Cammann, New York.

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NBC-New York, 11/20/62

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...roduced by	George Hope
...irected by	Jack Shea
...ritten by	John Rapp and Lester White; Mort Lachman and Bill Larkin; Charles Lee
...onsultant:	Norman Sullivan
...dditional material:	Gig Henry
...usic by	Skinny Marie and his orchestra
...rigination:	NBC Studios, Burbank, Calif., on tape
...ponsors (and agencies):	U. S. Time Corp. (Warwick & Lesley Inc.), and Kimberly-Clark Corp. (Hill, Rogers, Bishop and Smith Inc.).
...BC Press representatives:	Bill Faith, Burbank, and Al Cammann, New York.

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NBC-New York, 11/30/62

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

November 21, 1962

MYRON (MIKE) WEINBLATT NAMED MANAGER,
PARTICIPATING PROGRAM SALES,
NBC TELEVISION NETWORK

Myron (Mike) Weinblatt has been appointed Manager, Participating Program Sales, NBC Television Network, it was announced today by William F. Storke, Director, Participating Program Sales, NBC Television Network.

Since September of this year, Mr. Weinblatt has been Director, Pricing and Financial Services, Television Network Business Affairs. He was previously Manager of that department. In these capacities he worked closely with Participating Program Sales and Network Television Sales.

Mr. Weinblatt joined NBC in 1957 as Supervisor, Business Affairs, Design Art and Scenic Design Production. In 1958, he was appointed Manager, Business Affairs, Facilities Operations, and in 1959 he became Manager, Planning and Financial Evaluation, Television Network Business Affairs.

Before joining NBC, Mr. Weinblatt was Assistant to the General Manager of Kramer-Trenton Air Conditioning Co. of New Jersey. He served in the Counter Intelligence Corps of the U. S. Army in Japan from 1951 to 1953.

Mr. Weinblatt is a graduate of Syracuse University. He is married to the former Annie Jaller of Paris, France. They have two sons and reside in Springfield, N. J.

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NBC COLOR TELEVISION NEWS

November 21, 1962

LOOK MAGAZINE'S ALL-AMERICA FOOTBALL TEAM--PLUS QUEENS OF 5 BOWL GAMES--WILL APPEAR ON "TONIGHT SHOW STARRING JOHNNY CARSON" ON DEC. 6

Look Magazine's All-America football team will be presented on "The Tonight Show Starring Johnny Carson" Thursday, Dec. 6 (NBC-TV color broadcast 11:15 p.m.-1 a.m. EST).

A 22-man All-America squad is selected for Look by the Football Writers Association of America, which has more than 1,100 members. All 22 players are expected to appear on the Carson broadcast.

Also set to appear on the show are the Queens of the Sugar Bowl, Orange Bowl, Cotton Bowl, Gator Bowl and Liberty Bowl games. Names of the players and the queens will be released Dec. 3.

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ADDITION TO NBC-TV COLOR SCHEDULE FOR DECEMBER

Saturday, Dec. 15

1 p.m. EST, to conclusion	Add:	"Liberty Bowl Football Game"

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JACK TRACY
ROOM 320

FROM THE NATIONAL BROADCASTING COMPANY
Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

ANNUAL CONVENTION OF AFFILIATED RADIO AND TELEVISION
STATIONS OF THE NATIONAL BROADCASTING COMPANY
WILL BE HELD IN NEW YORK CITY DEC. 4 AND 5

FOR RELEASE MONDAY A.M., NOV. 26

The annual convention of the radio and television stations affiliated with the National Broadcasting Company will be held at the Americana Hotel, New York City, Dec. 4 and 5, it was announced today by Tom Knode, Vice President, NBC Station Relations.

Advance registration indicates a record attendance of affiliates, Mr. Knode said. Representing NBC will be Robert W. Sarnoff, Chairman of the Board; Robert E. Kintner, President, and key television and radio network executives.

An address by Mr. Sarnoff will highlight the program, which will include television and radio meetings at convention headquarters in New York's newest hotel.

Representatives of NBC affiliated radio stations will meet Tuesday, Dec. 4, and representatives of NBC affiliated television stations will meet Wednesday, Dec. 5.

A reception and dinner will be held in the hotel's Imperial Ballroom Wednesday evening. On stage, Johnny Carson will emcee the entertainment, joined by Andy Williams, Bill Dana, Jack E. Leonard and the New Christy Minstrels with Randy Sparks.

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NOTED BRITISH ACTOR FINLAY CURRIE TO STAR WITH ROD TAYLOR
IN 'THE ORDEAL OF DR. SHANNON' ON DU PONT SERIES
- - -
Drama Being Produced in England and Scotland

FOR RELEASE MONDAY A.M., NOV. 26

Finlay Currie, distinguished British film actor, will star with American headliner Rod Taylor in "The Ordeal of Dr. Shannon," now being filmed and taped in England and Scotland for presentation Sunday, Dec. 16 (10-11 p.m. EST) on NBC-TV's "Du Pont Show of the Week."

(EDITOR'S NOTE: Title of this international,cooperative production, which will be broadcast also in England on the Associated Rediffusion Network, has been changed from "Shannon's Way." It is an adaptation by John Keir Cross from A. J. Cronin's best-selling novel, and is produced by Lewis Freedman and directed by Joan Kemp-Welch.)

Taylor will play the title role in the drama of a young doctor who must choose between careers of medical practice and research. Currie will portray Dr. Usher, chief of medical practice in the hospital where Dr. Shannon is a resident.

The production will complete filming of exteriors in Edinburgh Nov. 26, and will be taped Dec. 5 in London at Associated Rediffusion Studios.

Rod Taylor starred as Glenn Evans in "Hong Kong" on American television, and in many motion pictures including "Separate Tables," "Ask Any Girl," "Step Down to Terror" and "The Time Machine." He starred in "Verdict of Three" on "Playhouse 90."

(more)

Finlay Currie is one of England's busiest and most noted motion picture performers. He has been a star of 11 movies seen in America during the past three years: "Francis of Assisi," "Hand in Hand," "Five Golden Hours," "Kidnaped," "The Adventures of Huckleberry Finn," "The Angel Wore Red," "The Tempest," "Ben Hur," "Solomon and Sheba," "The Naked Earth" and "Campbell's Kindgom."

Additional stars for "The Ordeal of Dr. Shannon" will be announced soon. "Du Pont Show of the Week" is sponsored by the Du Pont Company through Batten, Barton, Durstine & Osborn Inc.

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NBC-New York, 11/23/62

CREDITS FOR 'THE WORLD OF JACQUELINE KENNEDY'

Broadcast:	NBC-TV Network Friday, Nov. 30 (10-11 p.m. EST) An NBC Special Projects program designed to present a comprehensive portrait-in-action of the First Lady. Based on an extra-ordinary research effort, the program utilizes film and video-tape footage as well as still photographs. In the program's final segment, a group of eight persons offer on-camera a composite picture of the woman some of them know well. They are Igor Cassini, fashion designer and family friend; Pierre Salinger, Presidential press secretary; Mary Van Rensselaer Thayer, Washington columnist; Joe Heiberger, White House news photographer; the late Mrs. Eleanor Roosevelt; Dr. Margaret Mead, anthropologist; Leonard Bernstein, conductor and composer; and Lorraine Pearce, scholar of White House antiquities.
Produced and Directed by	Eugene S. Jones
Executive producer:	Donald B. Hyatt
Written by	Joseph Liss
Narrated by	Alexander Scourby
Music by	Robert Emmett Dolan
Filmed by	Cy Avnet
Sound by	Edward Fenton
Assistant cameraman:	Herman Vandevender
Film editor:	John Christophel
Unit manager:	Robin Bursch
Production Associates:	Shirley A. Chabot and Virginia Shanley
Associate producer:	James L. Reina
Program coordinator:	Charles Grinker

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NBC-New York, 11/23/62

[illegible] FOR THE WORLD OF TOMORROW CONCERT

Introducing:

Produced and Directed by [illegible]

Associate Producer [illegible]

Written by [illegible]

Directed by [illegible]

Music by [illegible]

Filmed by [illegible]

Sound by [illegible]

Assistant Cameraman: [illegible]

Still Artist: [illegible]

Unit Manager: [illegible]

Production Assistant: [illegible]

Associate Producer: [illegible]

Production Coordinator: [illegible]

[illegible]

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

November 26, 1962

CALIFORNIA--DUE TO BE MOST POPULOUS STATE BY END OF 1962--
WILL BE SUBJECT OF NBC NEWS FULL-HOUR COLOR SPECIAL
SPONSORED BY LINCOLN-MERCURY DIV. OF FORD MOTOR CO.

California, which before the end of 1962 will pass New York to become America's most populous state, will be the subject of a full-hour NBC News special to be broadcast in color on the NBC-TV Network Thursday, Feb. 21, 1963 (7:30-8:30 p.m. EST).

Lincoln-Mercury Division of Ford Motor Company, through Kenyon & Eckhardt Inc., will sponsor the program.

NBC News correspondent Edwin Newman will narrate the special, which is being produced by Gerald Green. Fred Rheinstein is associate producer and director, and the cameraman is Dexter Alley.

"It is estimated that more than 1,000 new people cross the border into California every 24 hours," said Newman. "Census Department computers indicate that sometime before Christmas California's population will pass New York's 17.3 million mark. This special program will show what it is that draws people to California and what are some of the opportunities as well as the difficulties that these newcomers will find there. We will also examine some of the problems that have resulted from the state's unbridled growth and how they are being solved."

The program will open at a border agricultural checking station in Southern California where, late last Summer, a cross-section of new arrivals gave reasons for coming to California.

Other scenes will include:

Newman driving over a freeway built to speed travelers across sprawling cities but which sometimes traps them in a paralyzing traffic jam.

A visit to a large San Diego defense plant, a typical industry in a state which is a center of the nation's space and defense effort, to see what happens to some employees when there is a cutback in aircraft and missile production.

The University of California's Berkeley campus where three Nobel Prize winners will be seen teaching advanced science classes in the same vast educational system that also grants degrees in cosmetology.

Two water supply projects, the Feather River Valley project and a de-salination plant in San Diego, which are examples of California's efforts to meet enormous water demands from a swelling population.

Bulldozers carving up desert land for a new suburban community (complete with artificial lake) to house thousands of new Californians.

A meeting of an "Okie Club" whose members are former "Okies" and who are now prosperous and substantial citizens of California.

A "mushroomburger" restaurant for members of one of Los Angeles' many cults.

A visit to the world-famous Forest Lawn Cemetery.

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NBC-New York, 11/26/62

November 26, 1962

Attention, Sports Editors

NBC-TV NETWORK TO TELEVISE 8 TOP POST-SEASON FOOTBALL GAMES IN DECEMBER AND JANUARY

- - -

Five Contests to Be Broadcast in Color

The NBC-TV Network will televise eight top post-season football games during December and January, with five of the games to be broadcast in color, according to NBC Director of Sports Tom S. Gallery.

NBC will cover more post-season football games on television than any other network. The eight-game schedule on NBC-TV follows (air times are listed):

Saturday, Dec. 15 (in color, 1 p.m. EST) -- Fourth annual Liberty Bowl Game at Philadelphia Stadium.

Saturday, Dec. 29 (1:45 p.m. EST) -- 25th annual Blue-Gray all-star game at Cramton Bowl, Montgomery, Ala.

Saturday, Dec. 29 (4:45 p.m. EST) -- 38th annual East-West Shrine Game at Kezar Stadium, San Francisco.

Sunday, Dec. 30 -- National Football League Championship Game, in park of Eastern Conference titleholder (time to be announced).

Tuesday, Jan. 1 (in color, 1:45 p.m. EST) -- 29th annual Sugar Bowl Game at New Orleans.

Tuesday, Jan. 1 (in color, 4:45 p.m. EST)-- 49th annual Rose Bowl Game at Pasadena, Calif.

(more)

Saturday, Jan. 5 (in color, 2 p.m. EST) -- 14th annual Senior Bowl Game at Ladd Memorial Stadium, Mobile, Ala.

Sunday, Jan. 13 (in color, 4 p.m. EST) -- 13th annual Pro Bowl Game of the National Football League at Los Angeles Coliseum.

This is the 12th straight year that NBC will televise football's oldest bowl classic, the Rose Bowl Game. It is the ninth consecutive year on NBC-TV for the Blue-Gray Game, the eighth straight year for the NFL Championship and East-West games, the sixth straight year for the Sugar Bowl, Senior Bowl and Pro Bowl games and the fourth straight year for the Liberty Bowl Game.

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NBC-New York, 11/26/62

CREDITS FOR 'SHAKESPEARE: SOUL OF AN AGE,' NBC NEWS SPECIAL

- - -

To Be Broadcast in Color Friday, Nov. 30 (7:30-8:30 p.m. EST)

Starring.....Michael Redgrave

Narrated by.....Ralph Richardson

Written and produced by.....Lou Hazam

Director-cameraman.....Guy Blanchard

Supervising film editor.....Constantine Gochis

Research and field production.....Barry Bingham Jr.

Production supervision.....Rodney H. Clurman

Unit Manager.....Ray Marsh

Director of narration and
Readings from the plays.....Howard Sackler

Lute player.....Desmond Dupre

Music by.....George Kleinsinger

Actors voicing.....Michael Redgrave,
Shakespeare's lines.....Walter Hudd, Robert Eddison, Jack Gwillim, John Bennett, Peter Gilmore, Pauline Jameson, Doris Hare, Avril Elgar, Robert Stephens.

Description.....An NBC News special produced in anticipation of the 400th anniversary of Shakespeare's birth (April 23, 1564), filmed in the footsteps of the poet and many of the characters in his plays. The program was made in color in England, Wales, Scotland and France. Sir Michael Redgrave is heard in soliloquies and scenes from Shakespeare plays, and Sir Ralph Richardson is narrator. The program explores existing landmarks associated with Shakespeare in Stratford-on-Avon, the surrounding countryside and London, and graphically documents many places traditionally connected with Shakespeare's characters, such as Agincourt and Harfleur in France, the coast of Wales, Glamis Castle and Birnam Wood in Scotland, the streets of Windsor, the Tower of London, Hampton Court. Redgrave and the supporting actors voice speeches and scenes from 13 of the Shakespeare plays.

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NBC-New York. 11/26/62

NBC TELEVISION NETWORK NEWS 2-X-H

November 27, 1962

2 NBC NEWS PROGRAMS TO FOCUS ON SINO-INDIAN CONFLICT

NBC News will present special coverage of the conflict between India and Communist China on two NBC-TV programs within the next week. "This Is NBC News" Sunday, Dec. 2 (4:30 p.m. EST) and "Chet Huntley Reporting" Tuesday, Dec. 4 (10:30-11 p.m. EST) will be devoted entirely to aspects of the conflict.

Films taken in the front-line area will be a feature of "This Is NBC News."

An interview with India's Prime Minister Nehru will be presented on "Chet Huntley Reporting."

'THIS IS NBC NEWS' TO SHOW FILMS FROM FRONT-LINE AREA

"This Is NBC News" will devote its entire program to a report on the India-Chinese border dispute, including films from the front-line area, Sunday, Dec. 2 on NBC-TV (4:30 p.m. EST).

The films were taken at the border area before and after the cease-fire of Nov. 22. There will also be scenes of refugees near Tezpur, in the Assam area of India, which has been invaded by Chinese troops; of Indian troops being trained, of civilian defense preparations and anti-Chinese demonstrations throughout India.

NBC News correspondent Welles Hangen will be heard in an audio report from New Delhi on late developments.

(more)

NBC News' White House correspondent Ray Scherer is anchorman in Washington for "This Is NBC News." He will open the program with a summary of the late news. Bob Asman is the producer.

* * *

INTERVIEW WITH NEHRU TO HIGHLIGHT 'CHET HUNTLEY REPORTING'

An interview with Prime Minister Nehru of India will highlight a special report about the Sino-Indian conflict on NBC-TV's "Chet Huntley Reporting" Tuesday, Dec. 4 (10:30 p.m. EST).

Nehru will be interviewed in New Delhi by NBC News correspondents Welles Hangen and John Rich. The interview will be filmed.

The program will include developments in the border dispute and a study of the future of neutralism.

"Chet Huntley Reporting" is produced by Gerald Green.

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NBC-New York, 11/27/62

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

November 28, 1962

SPONSORSHIP FOR NBC TELEVISION COVERAGE OF 7 OF THE 8 POST-SEASON FOOTBALL GAMES ON THE NETWORK'S SCHEDULE IS COMPLETELY SOLD

- - -

One-Half Sponsorship for 8th Game Broadcast Also Announced

Sponsorship for NBC-TV coverage of seven of the eight post-season football games to be broadcast on the network is completely sold, and for the other game, the Liberty Bowl, one-half is sold, it was announced today by Richard N. McHugh, Manager, Sports and Special Program Sales, NBC Television Network.

NBC-TV will cover more post-season football games than any other network and five of the eight games will be broadcast in color, as previously announced.

The eight-game schedule on NBC-TV, with sponsors and agencies for the network coverage, follows:

Liberty Bowl Game, Saturday. Dec. 15, Philadelphia Stadium, in color, 1 p.m. EST. Sponsored by: Remington Rand Electric Shavers Division, Sperry Rand (Young & Rubicam); Bristol-Myers Company (Doherty, Clifford, Steers and Shenfield Inc.); General Cigar Co. Inc. (Young & Rubicam).

Blue-Gray Game, Saturday, Dec. 29, Cramton Bowl, Montgomery, Ala., 1:45 p.m. EST. Sponsored by: the Gillette Co. (Maxon, Inc.) and Chrysler Corporation (Young & Rubicam).

(more)

East-West Shrine Game, Saturday, Dec. 29, Kezar Stadium, San Francisco, 4:45 p.m. EST. Sponsored by: R. J. Reynolds Tobacco Company (William Esty Co.); Colgate-Palmolive Company (Ted Bates & Co.); the Savings and Loan Foundation Inc. (M-E Productions Div. of McCann-Erickson).

National Football League Championship Game, Sunday, Dec. 30, in park of Eastern Conference titleholder, time to be announced. Sponsored by: Philip Morris, Inc. (Leo Burnett Co.) and Ford Motor Company (J. Walter Thompson). Regional sponsors: American Oil Company (D'Arcy Advertising Company); Folger's Coffee (Fletcher Richards, Calkins & Holden); Sun Oil Company (William Esty Co.); Farah Manufacturing Company Inc. (White & Shuford Advertising); Marathon Oil Company (W. B. Doner); P. Ballantine & Sons (William Esty Co.); the National Brewing Co. (W. B. Doner); Falstaff Brewing Corp. (Dancer-Fitzgerald-Sample); Theodore Hamm Brewing Co. (Campbell-Mithun).

Sugar Bowl Game, Tuesday, Jan. 1, New Orleans, in color, 1:45 p.m. EST. Sponsored by: Brown & Williamson Tobacco Company (Ted Bates & Co.); United Motors Service Division of General Motors Corporation (Campbell-Ewald Co.); Georgia Pacific Corporation (McCann-Erickson); Whitehall Laboratories Division of American Home Products Corporation (Ted Bates & Co.); Colgate-Palmolive Company (Ted Bates & Co.).

(more)

Rose Bowl Game, Tuesday, Jan. 1, Pasadena, Calif., in color, 4:45 p.m. EST. Sponsored by: the Gillette Co. (Maxon Inc.) and Chrysler Corporation (Young & Rubicam).

Senior Bowl Game, Saturday, Jan. 5, Ladd Memorial Stadium, Mobile, Ala., in color, 2 p.m. EST. Sponsored by: Georgia Pacific Corporation (McCann-Erickson); Brown & Williamson Tobacco Company (Ted Bates & Co.); Colgate-Palmolive Company (Ted Bates & Co.); Texaco Inc. (Benton & Bowles).

Pro Bowl Game of the National Football League, Sunday, Jan. 13, Los Angeles Coliseum, in color, 4 p.m. EST. Sponsored by: Liggett & Myers Tobacco Co. Inc. (J. Walter Thompson Co.); Carter Products Inc. (Sullivan, Stauffer, Colwell & Bayles); United Motors Service Division General Motors Corporation (Campbell-Ewald Co.).

This is the 12th straight year that NBC will televise football's oldest bowl classic, the Rose Bowl Game. It is the ninth consecutive year on NBC-TV for the Blue-Gray Game, the eighth straight year for the NFL Championship and East-West Games, the sixth straight year for the Sugar Bowl, Senior Bowl and Pro Bowl Games and the fourth straight year for the Liberty Bowl Game.

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NBC-New York, 11/28/62

November 28, 1962

'JOHN CHANCELLOR REPORTS' IS NEW SUNDAY PROGRAM
OF COMMENTARY AND ANALYSIS ON NBC RADIO

John Chancellor of NBC News begins a weekly, 15-minute series of commentary and analysis on the NBC Radio Network Sunday, Dec. 2 (6:15 p.m. EST). Titled "John Chancellor Reports," the program replaces "Chet Huntley Reports" in that time-period.

Chancellor's voice has been familiar to NBC Radio listeners for over a decade, first out of Chicago, subsequently from various overseas posts, and most recently on "News on the Hour" and "Emphasis."

He was host of "Today" on NBC-TV for a year ending last August. On Election Night, Nov. 6, he covered the Far West Desk for NBC-TV. Chancellor frequently narrates NBC News specials, the most recent being "The Chosen Child," a TV documentary on the adoption of children, broadcast Sunday, Nov. 25.

Chet Huntley continues to be heard on NBC Radio on such programs as "News on the Hour" and "Emphasis," and he will be taking additional NBC Radio assignments (to be announced).

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NBC COLOR TELEVISION NEWS

November 28, 1962

CHANGES FOR NBC-TV DECEMBER COLOR BROADCAST SCHEDULE

Monday, Dec. 24

12 Midnight-1 a.m. Kill: Last hour of "The Tonight Show Starring Johnny Carson." Program will be broadcast 11:15 p.m.-12 midnight tonight only.

Tuesday, Dec. 25

11-11:30 a.m. Kill: "The Price Is Right." Program will be pre-empted on this date only.

4-5 p.m. Add: "Exploring," a special Christmas Day edition of this color series which is regularly broadcast Saturdays.

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DEAN JONES NAMED HONORARY MARSHAL OF A CHRISTMAS PARADE

BUSY TRAVEL SCHEDULE FOR STAR OF "ENSIGN O'TOOLE"

Dean Jones, star of NBC-TV comedy series, "Ensign O'Toole" (Sundays, 7 p.m. EST) has been named honorary grand marshal of the Junior Chamber of Commerce Christmas Parade Dec. 1 in Portsmouth, Va.

Jones will fly to Norfolk from Hollywood's Four Star Studios. After the parade, he will participate in other special events in the area. These include personal appearances on WAVY-TV and Radio and at two major shopping centers in Portsmouth and Norfolk, Va., and the U. S. Navy Base and Officers Club in Norfolk. On Dec. 2, Jones will visit the U. S. Naval Hospital, and then will fly to New York for a guest appearance Dec. 3 on NBC-TV's "The Tonight Show, Starring Johnny Carson."

Dick Paul, promotion manager, WAVY-TV, Norfolk, coordinated the star's schedule of activities.

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NBC-New York, 11/28/62

JACK TRACY
ROOM 320

NBC TRADE NEWS

November 29, 1962

NBC-TV NETWORK TO RE-PROGRAM MONDAY NIGHT 7:30-9:30 P.M. NYT SCHEDULE, BEGINNING FEB. 4 FOR BALANCE OF CURRENT SEASON, WITH OUTSTANDING RECENT FEATURE FILMS STARRING MANY TOP HOLLYWOOD PERSONALITIES

The NBC Television Network will re-program its 7:30 to 9:30 p.m. (NYT) Monday time period beginning Feb. 4, 1963, for the balance of the current season, with outstanding recent feature films starring many of Hollywood's top personalities, it was announced by Walter D. Scott, Executive Vice President, NBC Television Network.

The films -- the majority in color -- originally were produced in 1957 and 1958 by 20th Century-Fox and star such leading performers as Sophia Loren, Gregory Peck, John Wayne, Pat Boone, Deborah Kerr and Robert Mitchum.

Mr. Scott said the films will continue on NBC-TV until September, when the network will completely re-program its Monday night entertainment schedule (beginning Sept. 16, 1963).

"We are especially delighted that we were able to make arrangements with 20th Century-Fox for first television showing of these outstanding productions," Mr. Scott said. "It was this motion picture company which provided the films for NBC-TV's 'Saturday Night at the Movies' the past two seasons, and the attraction of these 20th Century productions has made them number one viewing choice on Saturday night. We are confident that these new films will be equally popular on Monday night."

(more)

Among the titles and stars of the new "television first runs" are:

"Boy on a Dolphin" -- Sophia Loren, Alan Ladd, Clifton Webb.

"Heaven Knows, Mr. Allison" -- Deborah Kerr, Robert Mitchum.

"The Bravados" -- Gregory Peck, Joan Collins.

"Barbarian and the Geisha" -- John Wayne.

"April Love" -- Pat Boone and Shirley Jones.

"The Enemy Below" -- Robert Mitchum, Curt Jurgens.

"Harry Black and the Tiger" -- Stewart Granger, Barbara Rush and Anthony Steele.

"Mardi Gras" -- Pat Boone, Tommy Sands, Gary Crosby, Sheree North.

The film productions will replace "It's a Man's World," currently seen from 7:30-8:30 p.m. NYT, and "Saints and Sinners," now seen from 8:30-9:30 p.m. NYT.

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NBC-New York, 11/29/62

November 29, 1962

MINUTE MAID DIVISION OF COCA-COLA TO SPONSOR NBC-TV COVERAGE OF TOURNAMENT OF ROSES PARADE IN COLOR NEW YEAR'S DAY

The Minute Maid Division of the Coca-Cola Company will sponsor the NBC color television presentation of the 74th annual Tournament of Roses Parade Tuesday, Jan. 1, 1963 at Pasadena, Calif., it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

The annual event, which will be broadcast from 11:30 a.m. to 1:45 p.m. EST, precedes the Rose Bowl football game, also to be broadcast on NBC-TV in color.

This marks the ninth straight year that Minute Maid has sponsored the television coverage of the colorful pageant, and the ninth year NBC-TV has presented it in color. It was first broadcast on NBC-TV in 1952.

The Minute Maid order was placed through Dancer-Fitzgerald-Sample.

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November 29, 1962

PERRY COMO AND HIS 'MUSIC HALL' TROUPE WILL FLY TO GUANTANAMO TO ENTERTAIN U.S. MILITARY PERSONNEL

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Answer Defense Secretary McNamara's Request to USO

Perry Como and his Music Hall show staff will fly from New York to Guantanamo Naval Base, Cuba, Dec. 4, to entertain the Navy and Marine personnel of the U. S. installation, in answer to a request from Secretary of Defense Robert S. McNamara to the USO. This will be the first entertainment unit to visit Guantanamo since the start of the Cuban crisis.

During their stay (Dec. 4-7) at the Base, the troupe also will tape "Perry Como's Kraft Music Hall" program for broadcast on NBC-TV Wednesday, Dec. 12 (9-10 p.m. EST), with the GIs as the "studio audience." (NOTE: This program will be broadcast in black-and-white only.)

Como's troupe will include guest star Dorothy Collins, Mitchell Ayres and his orchestra, Ray Charles and his singers, the Peter Gennaro dancers, announcer Frank Gallop, producer Nick Vanoff, scenic designer Gary Smith and other members of Como's staff.

Director Dwight Hemion and a technical crew will fly to Cuba this weekend in a cargo plane with cameras, props and other TV equipment.

The USO in New York invited the Como troupe after receiving the following message from the adjutant general:

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"In view of the extended period of tension at Guantanamo Naval Base, Cuba, during which personnel have been more or less isolated from outside contacts, the Secretary of Defense has requested that we look into the possibility of flying a celebrity entertainment unit to Guantanamo at an early date---."

The trip will mark a rare out-of-New York origination for Como's NBC-TV show. Since he started his full-hour programs in September, 1955, he has originated only three other shows away from home. They were on Dec. 15, 1956 from the Americana Hotel, Miami Beach, Fla.; April 27, 1960 from London, England, and May 24, 1961 from Chicago, Ill.

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NBC-New York, 11/29/62

NBC RADIO RECEIVES NATIONAL SAFETY COUNCIL'S

1961-62 PUBLIC INTEREST AWARD

The NBC Radio Network has received the National Safety Council's 1961-62 Public Interest Award "for exceptional service to farm safety." NBC Radio is the only U. S. network to be so honored.

NBC Radio programs that carry farm safety material include "Monitor," "News of the World," "World News Roundup," and "NBC Farm Review," which originates in the Washington NBC News Department.

"NBC Farm Review" is broadcast live on Saturdays (8:45-9 a.m. EST, Network except WNBC). Richard Harkness of NBC News is the host.

NBC-New York, 11/29/62

November 29, 1962

NBC FILMS REPORTS 50TH SALE OF 'OUTLAWS' TO LOCAL TV STATIONS

The fiftieth sale of "Outlaws" to local television stations was made by NBC Films, it was announced today by William Breen, Vice President, Sales, NBC Films.

WTVC in Chattanooga, Tenn., is the latest station to buy the Western adventure series starring Barton MacLane, Don Collier, Bruce Yarnell and Jock Gaynor. The 50 full-hour episodes were originally broadcast on the NBC-TV Network.

This month's syndicated sales of "Outlaws" also include KSHO-TV, Las Vegas, Nev.; WTEV, New Bedford, Mass.; KGGM-TV, Albuquerque, N. M.; KGUN, Tucson, Ariz.; WDAY-TV, Oak Hill, W. Va.; WHIO-TV, Dayton, Ohio; WIS-TV, Columbia, S. C.; KTAL, Shreveport, La.; WTVH, Peoria, Ill.; WSPA, Spartanburg, S. C.

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HOLIDAY NEWS FROM NBC

November 29, 1962

MOREY AMSTERDAM AND LES TREMAYNE AMONG PERFORMERS COMPLETING "VOICE CAST" FOR "MR. MAGOO'S CHRISTMAS CAROL"

Morey Amsterdam, Les Tremayne, Paul Frees, Laura Olsher and Marie Matthews complete the cast of voice characterizations on NBC-TV's full-hour color cartoon special, "Mr. Magoo's Christmas Carol," to be broadcast Tuesday, Dec. 18 (7:30-8:30 p.m. EST).

As previously announced, Jim Backus stars as the voice of Magoo, who for the first time in his 10-year cartoon life will portray another character -- Ebenezer Scrooge, the man who hates Christmas ("Bah! Humbug!") in Charles Dickens' classic. It will be Magoo's first serious dramatic role, too.

Also previously announced in featured voice roles are Jack Cassidy as Bob Cratchit, Jane Kean as Belle Fezziwig, Royal Dano as Marley's ghost and Joan Gardner as Tiny Tim.

Amsterdam will be heard in the roles of Brady and James, who, as acquaintances of Scrooge, coldly regard his funeral in the "Christmas Future" segment of the story.

Tremayne has the voice role of "Christmas Present." Frees is heard as Old Fezziwig, as the undertaker, and in other characterizations. Laura Olsher supplies Mrs. Cratchit's and various children's voices, and Marie Matthews is heard as the child Scrooge.

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Amsterdam is the television, radio and nightclub comedian currently featured in TV's "Dick Van Dyke Show." Tremayne is one of radio's most celebrated "voices," and has performed on many leading series. Frees is a specialist in cartoon voice characterizations, and a successful writer, producer and painter.

Miss Olsher writes, produces and directs her own children's plays in Southern California and stars on a Los Angeles radio program. This marks the first voice characterization role in television for Marie Matthews.

The musical score, including six songs created for Scrooge, Cratchit and others, was composed by noted songwriters Jule Styne and Bob Merrill.

Barbara Chain adapted the script from Dickens' "A Christmas Carol." Henry Saperstein was executive producer, and Abe Levitow was director at UPA Pictures Inc., Hollywood.

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NBC-New York, 11/29/62

NBC COLOR TELEVISION NEWS

November 29, 1962

QUICK (AND QUACK) THEME-MUSIC COMMENT FROM PROF. VON DRAKE

Professor Ludwig von Drake -- the noted host, lecturer and actor-star of NBC-TV's color series, "Walt Disney's Wonderful World of Color" (Sundays, 7:30-8:30 p.m. EST) -- has his pin feathers up over a theme-music roster in the NBC Daily News report Nov. 2.

Von Drake takes quick (and quack) exception to a listing therein stating that the program has no theme music of its own. Donald Duck's erudite uncle writes: "You guys don't put nothin' past von Drake. We have a ducky theme, written by the Sherman brothers, Richard M. and Robert B., which just so happens to be also called 'The Wonderful World of Color.'"

The editors are happy to oblige Professor von Drake herewith by quoting the lyrics to the Walt Disney TV theme song: "Color, color, color / The World is a carousel of color / Wonderful, wonderful color / The blue rolling sea / The red Summer rose / The gold morning sun in the sky / The glorious vision of a rainbow / The bright Autumn leaves on the ground / There's beauty untold / That's ours to behold / In the wonderful world of color."

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"ENSIGN O'TOOLE DAY" PROCLAIMED IN PORTSMOUTH, VA.

R. Irvine Smith, Mayor of Portsmouth, Va., has signed a proclamation declaring Saturday, Dec. 1, as "Ensign O'Toole Day."

Mayor Smith's proclamation is in conjunction with the appearance of Dean Jones, star of the NBC-TV comedy series "Ensign O'Toole," as honorary grand marshal of the Portsmouth Junior Chamber of Commerce Christmas Parade and Mr. Jones' participation in other special events in the Portsmouth area Dec. 1.

NBC-New York, 11/29/62

CAST AND CREDITS FOR SEASON'S THIRD "DINAH SHORE SHOW"--IN COLOR

Broadcast:	NBC-TV Network color broadcast Sunday, Dec. 9 (10-11 p.m. EST).
Format:	The everyday music of America -- its jazz, pops and gospel sounds -- interpreted by some of its leading exponents. Numbers range from simple, handclapping gospel hymns, to romantic and rhythm ballads, and sophisticated sounds of cool or progressive jazz.
Starring:	Dinah Shore, with Gerry Mulligan Quartet plus Ben Webster, Bessie Griffin and the Gospel Pearls, and special guest Frank Sinatra.
Executive producer:	Henry Jaffe
Produced and written by	Burt Shevelove
Directed by	Dean Whitmore
Musical numbers staged by	Nick Castle
Music director:	Harry Zimmerman
Musical routines:	Ticker Freeman
Special musical material and choral director:	Earl Brown
Associate producer:	Carolyn Raskin
Unit manager:	Sil Caranchini
Art director:	Robert Kelly
Costumes:	Ray Aghayan
Makeup:	Claude Thompson
Sponsor (and agency):	S & H Green Stamps (Sullivan, Stauffer, Colwell and Bayles Inc.)
Origination:	NBC's Color City, Burbank, Calif.
NBC Press representatives:	Bill Faith, Burbank; Al Cammann, New York

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NBC-New York, 11/29/62

JACK TRACY
ROOM 320

NBC-TV RESCHEDULES 'THE TUNNEL' BROADCAST FOR DEC. 10

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Special NBC News Documentary on Building of Escape Route Under Berlin Wall Will Be Sponsored by Gulf Oil Corporation

FOR RELEASE MONDAY A.M., DEC. 3

"The Tunnel," a special 90-minute NBC News documentary on the building of an escape route under the Berlin Wall which resulted in the rescue of 59 refugees from East Germany, will be presented on the NBC Television Network Monday, Dec. 10, 8:30 to 10 p.m. EST. The program will be sponsored by the Gulf Oil Corporation.

Originally scheduled for Oct. 31, the program was postponed within 24 hours after the outbreak of the crisis over the installation of Soviet missile bases in Cuba. NBC undertook the postponement on its own initiative to avoid the remotest possibility that the program could be used as a pretext to aggravate the unusual tension produced by the Cuban crisis.

Again on the basis of its own judgment, NBC believes the time is appropriate to reschedule the program, which offers not only a vivid insight into one of the world's continuing major problems but an extraordinary testament to human courage and the will to be free.

The digging of the 450-foot tunnel was about a month and 60 feet along when NBC News learned of its existence early last Summer and made arrangements for filming. In producing "The Tunnel," NBC News undertook the most stringent precautionary measures -- first, to avoid adding to the risk of the project while it was under way and later, in editing the film, to remove or mask any footage showing identifiable diggers or refugees without their consent, and to avoid any risk to the general security of such escape operations.

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The safeguards taken during the filming were supervised and approved by the student leaders themselves, who had the most direct possible personal stake in the tunnel's security. The complete effectiveness of these precautions was demonstrated by the safe completion of the project -- the most successful of dozens of tunneling attempts under the Berlin Wall.

After first-hand briefings from NBC on the extent of these safeguards during and after the filming, the West Berlin Senate issued a statement on Oct. 20 acknowledging NBC's assurances and adding:

"In its attitude, the Senate respects that NBC is guided by the wish to bring by an authentic report to the public of the United States a direct impression, which is in the interest of Berlin. The decision to show this documentary naturally lies with NBC alone."

Three days later, support for NBC's plans to broadcast the film came from Ernst Lemmer, West Germany's Federal Minister for All-German Affairs, whose post in the Adenauer Cabinet deals with relations between East and West Germany. A statement issued by his Ministry's office in Berlin described NBC's assurances on the security aspects of the film, and added:

"Minister Lemmer stressed that he had not given any comment on the disputed showing. However, he could only welcome it if the events in Berlin were reported to the world public as extensively and precisely as possible."

The film footage within the tunnel -- 6,000 feet, or some three hours of unedited running time -- was shot over a period of

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almost three months by NBC News Cameraman Peter Dehmel, a 26-year-old West German, who volunteered for the assignment. His brother Klaus served as lightman and assistant cameraman. The coverage was supervised by Reuven Frank, NBC News, assisted by Piers Anderton, NBC News correspondent in West Berlin, who narrates the film, and Gary Stindt, NBC News Film, Central Europe.

("The Tunnel" broadcast will pre-empt "Saints and Sinners" and "The Price Is Right.")

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NBC-New York, 11/30/62

NBC COLOR TELEVISION NEWS

November 30, 1962

LEADERS OF INDUSTRY AND LABOR PRAISE 'MEET THE PRESS' SERIES
IN ANNIVERSARY MESSAGES TO PRODUCER LAWRENCE E. SPIVAK

Leaders of industry and labor have written Lawrence E. Spivak, producer of "Meet the Press," on the occasion of the program's 15th anniversary on the NBC-TV Network.

"Meet the Press" is presented Sundays (on NBC-TV, in color, at 6 p.m. EST, and on NBC Radio, at 6:30 p.m. EST.)

The program marked its TV birthday Nov. 11 with an interview with James A. Farley, former Postmaster General. Mr. Farley appeared on the first televised "Meet the Press" Nov. 6, 1947.

Now Board Chairman of Coca Cola Export Corporation, Mr. Farley wrote: "...That you have conducted the program on an exceedingly high plane is evidenced by the position it commands in your field of activity."

Comments from others who have appeared on the program follows:

John L. Lewis, President Emeritus, United Mine Workers of America: "I recall, with pleasure, my own appearances on this program and I am one of its habitual listeners when circumstances permit. Its contribution to the public interest makes it a valued asset to all public-minded citizens."

H. Ladd Plumley, President, U.S. Chamber of Commerce: "As one who has appeared on this program and who watches it regularly, I have

(more)

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

the feeling that the questions posed by you and other panel members are ones we viewers would like to ask the participants. This is one of the appealing aspects of the program."

George Meany, President, AFL-CIO: "It is not really a surprise to me that 'Meet the Press' is now the oldest network TV program. I can testify that just a half-hour of it can age a man 10 years... I personally enjoy 'Meet the Press' very much -- but, in candor, I must add: when I am a viewer more than when I am a guest."

Michael J. Quill, International President, Transport Workers Union of America: "I was one of your victims more than once and looking back at it now, I must say I thoroughly enjoyed the honest and straightforward approach of you and your associates."

Louis E. Wolfson, Chairman of the Board, Merritt-Chapman & Scott Corporation: "In its unrehearsed give and take, 'Meet the Press' provides an uncensored, unedited exchange of views that offers one of the most effective testimonials today to our democratic principles of free expression."

Joseph Curran, President, National Maritime Union of America: "I thought your show was a great idea when it started and I think you've made the most of it. It's still a great idea. A tough show for your guests but -- with few exceptions -- great for the audience."

T. F. Patton, President, Republic Steel Corporation: "When I turn on my television set to 'Meet the Press' I know I am going to see a forthright program on a subject of importance and interest...Yours is a rare program which fills an important news need in this country..."

William White, Chairman, The Delaware and Hudson Railroad Corporation: "Television programs come and go but we hope that 'Meet the Press,' like the little brook, will run on and on forever."

(more)

Eric Johnston, President, Motion Picture Association: "Almost every major world issue, just about every leading world figure -- that's the territory this pioneer has explored in the last decade and a half. And most Americans are better citizens because of it."

Simon Ramo, Vice Chairman of the Board, Thompson Ramo Woolridge, Inc.: "I believe that 'Meet the Press'...represents the best investment of a half-hour weekly by a thinking citizen seeking accurate information about and an over-all appreciation of the people and the factors that are determining the trends of our society."

Arthur B. Langlie, Chairman of the Board, McCall Corporation: "'Meet the Press' does much to illuminate the thinking of Americans on current topics of importance."

Philip D. Reed, former Chairman of the Board, General Electric: "The fact is that 'Meet the Press' is just about the perfect combination of adult education and sparkling entertainment."

Frank Pace Jr., former Chief Executive Officer of General Dynamics: "...'Meet the Press' fulfills a unique function in American life. Because of the tremendous changes that are taking place, the direct question and answer approach to world and national figures on topics of compelling importance serves a valuable purpose in the education of the American citizen.

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NBC-New York, 11/30/62

NBC COLOR TELEVISION NEWS

November 30, 1962

CORRECTIONS FOR NBC-TV NETWORK DECEMBER COLOR BROADCAST SCHEDULE

Monday, Dec. 10

9:30-10 p.m. Kill: "The Price Is Right" on this date only. Program will be pre-empted tonight.

Wednesday, Dec. 12

9-10 p.m. Kill: "Perry Como's Kraft Music Hall." Tonight's program, taped at Guantanamo Naval Base, Cuba, will be broadcast in black and white only.

Monday, Dec. 24

11:15 p.m.-1 a.m. Kill: "The Tonight Show Starring Johnny Carson."

Add: Special color program of Christmas music by the NBC Chicago Symphony Orchestra conducted by Joseph Gallicchio, 11:15 p.m. to 12 midnight EST. (NOTE: Christmas Eve Midnight Mass from St. Patrick's Cathedral in New York City will be broadcast in black and white only, 12 midnight - 1:45 a.m. EST).

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